

The American
BAKER

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The American BAKER



February, 1960



MERCHANDISING—A bakery in Endicott, N.Y., has a number of merchandising promotions built around the theory that following the activities of its patrons from the crib to college will pay off in steady, repeat business.

Page 18

PNEUMATIC HANDLING—A bakery that is weighing the advantages of installing a pneumatic bulk flour handling system should not allow its present set up to throw the planning off balance—chances are the current in-plant system can be saved with a minimum of modification.

Page 25

CONTINUOUS MIXING—Many major manufacturers of frozen pies now employ continuous mixers; an enlightening article on the experiences of a large, progressive and successful Pennsylvania firm in this respect.

Page 28

BAKERY ENGINEERS—The American Society of Bakery Engineers has announced the names of session chairmen and released the program for the opening session of its 36th annual meeting to be held in Chicago March 7-10.

Page 35

WORTH LOOKING INTO—An increasing array of equipment, machines and sales helps is being made available to bakery personnel all the time, designed to make their work easier, their production costs lower and profits higher. A coupon is easily detached to aid readers in learning about items of value to their own businesses.

Page 38

PROMOTION—A panel of judges is ready to select the most appealing sandwiches of the year—from the fifth annual National Sandwich Idea Contest. Hundreds of entries already have been logged in at contest headquarters.

Page 48



REGULAR FEATURES

Editorials	4
Do You Know?	10
Convention Calendar	34
Trade Pulse	42
Bakeshop Troubleshooter	43

COLORING USAGE CONTINUES

WASHINGTON—Use of carbon black and charcoal as coloring materials in food will not be interrupted on March 6, 1960, when the new food additives law goes into effect, according to an announcement by the Food and Drug Administration. In this, the first time-extension granted for compliance with the new law, an additional year is allowed for study and development of specifications for suitable food grades of the two coloring agents. The FDA regulation was based on a finding that no undue risk to the public health would be incurred by the time-extension. Previous refusal to list the materials as "generally recognized as safe" in a regulation issued Nov. 20, 1959, was due to lack of specifications which would rule out possible toxic impurities. There are many different types and grades of carbon black and charcoal used in industrial products which are not suitable for food purposes, FDA said.

Three Trustees Named for SBA University Fund

ATLANTA, GA.—R. H. Bennett, Atlanta, chairman of the board of governors of the Southern Bakers Assn., has named three members of the board of trustees to serve three years on the board of the Bakers' University Fund, Inc. They are: Jos. W. Hatch, Jr., general manufacturing manager, Colonial Stores, Inc., Atlanta; R. W. Westerstrom, president, Colonial Baking Co., Atlanta, and Herbert J. Woods, comptroller, Hecht's Bakery, Inc., Bristol, Tenn.

Retiring trustees are: E. J. Derst, Jr., president Derst Baking Co., Savannah; Harry Mutch, owner, Mutch Bakery, Orangeburg, S.C., and Tom F. Smith, Anheuser-Busch, Inc., Atlanta.

G. G. Grant, vice president, American Bakeries Co., Atlanta, is chairman of the board of trustees, and Jodean P. Cash, president of Fuchs' Baking Co., South Miami, is co-chairman. Benson Skelton, president of Southern Bakers Assn., Atlanta, is secretary-treasurer of the Bakers' University Fund, Inc.

Other trustees are: Lloyd C. Bost, Bost Bakery, Inc., Shelby, N.C.; F. B. Evers, Sr., American Bread Co., Nashville, Tenn.; L. L. Jacobs, Jr., Pollock Paper Corp., Atlanta; T. K. Krug, National Biscuit Co., New York; Joe Lowe, Joe Lowe Corp., New York; John E. Morrill, Union Machinery Co., Richmond, Va.; R. L. Nafziger, Interstate Bakeries, Los Angeles; Paul D. Nease, Russell-Miller Milling Co., Birmingham, Ala., and J. Roy Smith, Smith Bakery, Inc., Mobile, Ala.

Ex-officio trustees are: R. H. Bennett, Criswell Baking Co., Atlanta, and R. O. "Bob" Jackson, the Pillsbury Co., Atlanta, and president of the allied association.

Several years ago the name was changed from Southern Bakers Assn. University Fund to Bakers' University Fund, Inc., in order to broaden the scope of the organization and to help convince the baking industry, as a whole, that the Baking Science and Management Department at the Florida State University, Tallahassee,

(Turn to TRUSTEES, page 50)

FTC Charges of 'Monopoly' Denied by Kroger Food Chain

WASHINGTON—The Kroger Co., Cincinnati, the nation's third largest retail food chain, has denied Federal Trade Commission charges that it has acquired more than 40 corporations and approximately 1,900 stores in violation of the antitrust laws.

Principal defenses advanced by Kroger are these: It is a "packer" and therefore FTC does not have jurisdiction; the challenged acquisitions neither endanger competition nor tend to create a monopoly; and an order of divestiture or other penalties would deny the chain due process of law because FTC knew of the acquisitions and "permitted them or acquiesced therein for many years."

In its complaint, issued last April 1, FTC charged that the acquisitions violate Sec. 7 of the Clayton Act, the antimerger law, because they may substantially lessen competition or tend toward monopoly in the processing, manufacturing, purchasing and distributing of grocery products, and in the sale of merchandise in retail grocery stores.

A further charge was that the acquisitions are an unfair method of competition and unfair business practices forbidden by Sec. 5 of the FTC Act.

The complaint said the pre-December 29, 1950, acquisitions violate Sec. 7 of the Clayton Act, as approved Oct. 15, 1914, and the others violate the statute, as amended and approved December 29, 1950.

Denying the charges, Kroger declares: "None of the acquisitions described in the complaint, either singly or collectively, have ever threatened or accomplished the substantial lessening of competition, or

FDA Denies Industry Requests For Hearing on Colors

WASHINGTON—The Food and Drug Administration denied industry requests for a hearing on the agency's Oct. 21 proposal to withdraw its outstanding certificates of harmlessness and suitability for use of existing stocks of seven coal-tar colors used primarily in foods.

At the same time, FDA extended to April 6, 1960, the effective date of the order withdrawing the certificates, to allow time for interested parties to file petitions for judicial review.

The colors involved are Food, Drug, and Cosmetic (FD&C) Orange Nos. 1 and 2, FD&C Red No. 32, and FD&C Yellows Nos. 1, 3 and 4, and all batches of FD&C Red No. 1 that do not comply with specifications for that color established July 16, 1959.

FDA said that most of the objections filed to its certificate withdrawal order present legal questions which could not be resolved by a public hearing, but which would have to be decided by the courts.

An objection filed by one firm questioned the factual basis for removal of two of the colors from the list of permitted colors. FDA said this objection was not legally valid because its action in removing these colors from the list of those permitted has already been reviewed and upheld by the Court of Appeals for the Eighth Circuit, and hence this objection does not call for a public hearing.

the restraint of commerce, or has ever tended to create a monopoly of any line of commerce, within the meaning of Section 7 of the Clayton Act, whether as originally enacted or as thereafter amended, or has ever constituted an unfair method of competition, or an unfair act or practice, within the meaning of Section 5 of the Federal Trade Commission Act. The food industry generally, and the retail food industry in particular, have at all material times been fiercely competitive and not susceptible of monopolization in any section of the country. Respondent's competitive methods, acts and practices within the industry have at all times been fair and reasonable."

The answer further asserts that FTC lacks jurisdiction because the chain "was at all relevant times a 'packer' within the meaning of Section 201 of the Packers and Stockyards Act and hence jurisdiction of the matters alleged in the complaint, and over the person or respondent with respect thereto, were at all relevant times lodged exclusively in the Secretary of Agriculture."

The Commission "contemporaneously investigated" each of the post-December 29, 1950, acquisitions "and

(Turn to FTC CHARGES, page 50)

—BREAD IS THE STAFF OF LIFE—

Stock of New York Flour Distributing Firms Purchased

NEW YORK—Following several months of active negotiations, it has been announced that a New York group has purchased all the outstanding stock of Coulter & Coulter, Inc., Swezey Flour Co. and Whitehall Flour Brokers, Inc. Principals in the purchase are Ernest Brehm, Otto W. Brehm and H. H. Pike & Son.

Ernest Brehm, a past president of the New York Association of Flour Distributors and vice president of the National Association of Flour Distributors, has been associated with Otto Brehm, Inc., Yonkers, N.Y., a flour and bakery supply firm for the past 33 years. Otto W. Brehm has been associated with Otto Brehm, Inc., for the past 23 years. H. H. Pike & Son, New York, are sugar brokers, members of the New York Cocoa Exchange, Inc., the New York Coffee & Sugar Exchange, Inc., and an associate member of the London United Terminal Sugar Market. They also export and import various commodities.

The firms of Coulter & Coulter and Swezey, which sell to a diversified trade, are two of the oldest flour distributing firms in New York City dating back to 1834. Herbert H. Lang, who will be retained as manager by the new principals, started with Coulter & Coulter in 1919 and over the years has developed an outstanding reputation as a distributor. He is a past president of both the New York and national flour associations.

The present offices of the flour firms will be transferred to 120 Wall St. and Swezey Flour Co. will be merged into Coulter & Coulter, Inc. The Whitehall Flour Brokers, Inc., will operate separately and both companies will add diversified commodities, the announcement states.

The American Baker



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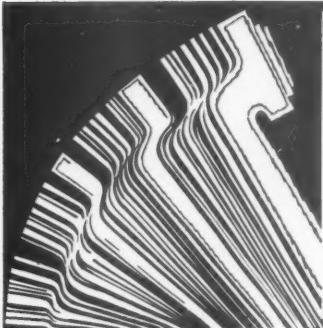
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Editorials

Bakers Ring the Cash Register for Farmers

AN IMPORTANT CUSTOMER for the American farmer is the American baker. Bakers use 76% of all flour sold domestically in the U.S. and this adds up to 160 million hundredweights a year. And that flour demands the purchase of 360 million bushels of wheat by the millers.

In terms of cold cash, sales of baked foods total \$6.5 billion a year. More than half of this amount comes from bread and rolls. Every man, woman and child in the U.S. consumes an average of 90 lb. of bread and rolls every year, or the equivalent of five slices of bread a day.

All this represents a major source of income for the wheat farmer, according to information provided by the American Institute of Baking, with assists from the American Bakers Assn. and the Millers National Federation.

But that's not all of the farmer-baker story. Dairymen receive checks for 320 million pounds of nonfat milk solids used in the making of bread. In addition, tremendous amounts of evaporated and whole milk, buttermilk, whey powder and butter are bought by the bakers. This nets the farmers another \$50 million a year.

Orchard and berrymen benefit from the vast tonnage of fruits used in pies and desserts. Sales of bakery desserts ring the cash register to the tune of \$1,800 million. As part of the dessert story, doughnuts pull in \$426 million. Cakes, or similar foods, move up the figure to slightly over a billion dollars. Pies, alone, claim a quarter of a billion dollar share of the yearly take.

Poultrymen benefit, too, because sales of eggs to the bakers are a big item in their order books. Bakers' angel food cakes are lifesavers for the summer egg surplus.

Still more. Fats and oils are purchased to the amount of a billion pounds. And from the beet and cane sugar producers, commercial bakers purchase nearly 1.2 million tons of sugar. In addition, they buy 250,000 tons of corn sugar.

This Is Just a Fairy Story, of Course

ONCE UPON A TIME, three little flour salesmen set off to see a most renowned baker. He was a big baker as bakers go, not merely a buyer of a few sacks at a time though even those bakers are valuable to little flour salesmen. In fact, all the little flour salesmen from east and west, north and south called him the Karload Kid. He could be sold if the price was right.

They journeyed to the far city where the big baker made his home by devious ways because the one did not want the other two to know what he was up to. Neither did the second. Nor the third.

It so happened that a message had come from the Big Chief Salesman—not the same Big Chief Salesman, you understand, because every little salesman has a Big Chief Salesman way back of him—quoth that the moon was in the right quarter and the time was propitious to make that really big sale.

Big Chief Salesmen don't have to explain what the moon has to do with selling flour, but all the little salesmen, when they get together at conventions, tell each other that when the Even Bigger

Big customers, indeed. But the demand for farm products is not stopping there as bakers widen their business achievements. Half a century ago the per capita consumption of wheat was in the region of 300 lb. annually. Today it is 167 lb.—dismally low when you stop to think that in the very same period the production of wheat by U.S. farmers has practically doubled itself.

But, and here is a heartening thought for the farmer as he voices his thanks to his baker-customers—the downward slide appears to have been checked. The figures of per capita consumption for flour issued periodically by the government show it to be holding steady at around 120 lb.

On top of this, the forecasted increase in the population of the U.S. means that the demand for baked foods will grow correspondingly and that, too, means more business for farmers who produce wheat, eggs, berries and all the other ingredients which go into baked foods.

Bakers are meeting the challenge for more and better products. They have to do that or the industry will stay in the depths. Scientific developments are playing an important part and the firms allied to the baking industry are watchful for every opportunity to aid in building demand by providing ingredients which make baked foods more attractive to the consumer.

Frozen baked foods have persuaded the housewife to stock up with tasty foods and having these foods right there in the kitchen means a greater incentive to use them. She is extremely conscious of the advantage of convenience.

Breads are tastier than ever before and the variety is stupendous. Farmers should be thankful for the manner in which the baker goes after the consumer for it all adds up to a healthier, better-fed nation and a more stable economy. We all deserve to eat well and the bakers and the farmers together make an impressive team.

Chief says the price isn't right, Big Chief Salesmen sometimes remark that the Even Bigger Chief is crying for the moon.

So the first little flour salesman jumped into his Ford, and the second little flour salesman climbed into his Chevrolet and the third little salesman slid into his Plymouth.

They all arrived together, huffin' and puffin' and chuggin'. And then the baker appeared. He purrered to a stop in his brand new, shiny Cadillac.

And the Big Chief Salesman of the little flour salesman who booked the business said to himself, as he caught his bus home that night: "If you sell cheap, you can expect to drive a cheap car."

* * *

(Needless to say, this story is a figment of the Editor's fevered imagination. Resemblance, or fancied resemblance, to any person is purely coincidental. It was written after an evening spent in the company of a flour milling salesman who was crying the blues. Any baker is entitled to equal time and space to reply if he so desires.)

February, 1960

THE AMERICAN BAKER

5

Continental Baking Refutes Charges Of Price Fixing

WASHINGTON—Continental Baking Co., Rye, N.Y., denied Federal Trade Commission charges of granting discriminatory discounts and advertising allowances to favored retail customers.

Requesting dismissal of FTC's two-count complaint, issued last Oct. 27, the company maintains "that each and every lower price or the furnishing of services or facilities to any purchaser or purchasers which is intended to be complained of in Counts 1 and 2 of the complaint was made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor."

The complaint alleged that Continental grants certain customers, including large food chains, discounts up to 7% off regular prices on all purchases but denies these discounts to competing retailers. A further charge was that favored customers have been paid promotional allowances which were not made available on proportionally equal terms to all their competitors.

Continental flatly denies these allegations and admits only that it gave certain units of the Safeway Stores discounts totaling about \$16,500 on approximately \$330,000 in purchases during 1958, and that during 1958 and several previous years it paid an annual \$10,000 allowance to Best Markets, Inc., Philadelphia, Pa.

• • •

Price Fixing Action Ends in Acquittal For Baking Firms

LAS VEGAS — The Continental Baking Co. and its independent Las Vegas distributor, E. & H. Distributing Co., were acquitted of price fixing charges in U.S. District Court here recently. Judge Chase A. Clark granted a motion for acquittal at the conclusion of the government's case, bringing an end to the action before any defense witness had been called.

Also acquitted were L. N. Rasmussen, manager of Continental's Salt Lake City bakery, and Ernest E. Zobrist, secretary-treasurer of E. & H.

Commenting on the verdict, R. Newton Laughlin, Continental president, said, "To me, this proves the value of fighting a case through to a final decision, when one believes there has been no law violation, rather than taking the easy way out and letting the case go by default."

The abrupt ending followed six days of questioning government witnesses conducted by Don H. Banks and Gilbert Pavlovsky, of the U.S. prosecutor's San Francisco staff.

Before calling a single witness, Frank Stapleton, Continental's attorney, offered his motion for acquittal, which was granted. Judge Clark ruled that no evidence had been presented strong enough to convict any individual involved in the alleged fixing of prices.

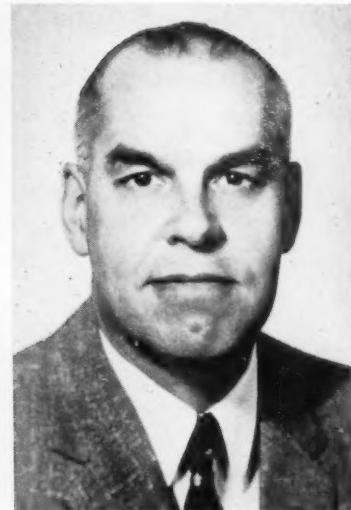
Others named in the original indictments during February, 1957, were the Phoenix (Ariz.) Bakery, Inc.; Holsum Distributors, Inc., also of Phoenix; Fisher Baking Co., Salt



E. K. Martin



Roger McLean



Robert Fleischman

APPOINTMENTS—Harry Zinsmaster, chairman of the board of Zinsmaster Baking Co., Minneapolis, at the latest board of directors meeting announced the following promotions: E. K. Martin, appointed vice president last year, was appointed executive vice president in charge of sales, merchandising, packaging and advertising. Roger McLean, formerly Duluth plant manager, who has been with the Zinsmaster Baking Co. since May, 1939 (except for three years in the air force—1942-45) was appointed vice president in charge of the Duluth area. Robert Fleischman, assistant to the chairman of the

board, was appointed to the board of directors and made manager of the Duluth plant. Mr. Fleischman has been with the Zinsmaster Baking Co. since 1935 (except for a three and one-half year stint in the armed services—1942-45). Miss Alice Hicken, formerly assistant treasurer, who has been with the company since 1920 was appointed treasurer succeeding Miss Grayce Ward, who has been associated with the Zinsmaster Baking Co. for the past 46 years. She retired from her executive position Feb. 1, 1960. Miss Ward will continue as a director and consultant for the company.

Lake City, and its president, Donald H. Fisher. These parties entered nolo pleas Feb. 5, 1958, and paid fines of \$5,000 to \$1,000. During the trial just concluded, Mr. Fisher told Judge Clark his company decided not to fight the case because of the expense involved.

A ruling by Judge Clark, who heard the case without a jury, provided one highlight. He refused to allow grand jury testimony of witnesses to be introduced to "refresh their memories" despite strenuous objections by the prosecution. In legal circles, reading of such testimony has long been a controversial issue.

Howard Hovey Retires from Continental; A. E. Cackler Named as Successor

RYE, N.Y.—The retirement of Howard Hovey, director of bread production for the Continental Baking Co., Rye, recently was announced by R. Newton Laughlin, president of Continental. His successor is A. E. Cackler, who has served as Mr. Hovey's assistant since 1951.

Mr. Hovey was honored at a retirement dinner held at Continental's general office in Rye recently. Cliff W. Isaacson, vice president in charge of cake production, was toastmaster,

and Mr. Laughlin was the principal speaker.

Born in Kansas City, Kansas, Mr. Hovey attended the University of Illinois and served with the A.E.F. as a 2nd Lieutenant. He obtained his first baking post in 1920 with the Campbell Baking Co., Kansas City laboratory. He was transferred to the Campbell Tulsa bakery, and served as foreman in bakeries in Shreveport, La., Sioux City, Iowa, and St. Joseph, Mo.

In 1924 he graduated from the American Institute of Baking and became superintendent of the Waterloo, Iowa, bakery of the United Bakers Service Corp. which became a part of the Continental Baking Co. through a merger the same year. After being transferred to the same post at Continental's St. Louis bakery, he was made regional supervisor for the company's Chicago regional office, and in 1929 was transferred to the home office, then located in New York.

Mr. Hovey, who resides at 8 Rhynes Drive, Mt. Vernon, N.Y., is a member of the American Society of Bakers Engineers.

Mr. Cackler, who was born in Oklahoma City, entered the baking business in 1926 with Continental's Oklahoma City plant. He worked in the Des Moines bakery, and was graduated from AIB becoming foreman and then superintendent of the Davenport, Iowa, bakery. In 1942 he was made regional production supervisor for the Des Moines region, and in 1951 came to the New York general office as Mr. Hovey's assistant.

Mr. Cackler resides at Stamford, Conn. His elder brother, Francis M. Cackler, was production supervisor for Continental's Kansas City region until his death a year ago. Another brother, Harold, a former Continental employee, is with the J. R. Short Milling Co. of Oklahoma City.



ALLIEDS ELECT—New officers of the Northern California division, Allied Trades of the Baking Industry, elected to serve during the year 1960, are (left to right): Leo Buchwald, Joseph Buchwald & Sons Co., Inc., president; Robert Wold, Marathon, a division of American Can Co., first vice president; Vaughn Ball, General Mills, Inc., second vice president; and Ennis B. Glicker, Western Baker, secretary-treasurer.

C. G. Harrel Joins Product Research Department of Seymour Foods, Inc.



C. G. Harrel

TOPEKA, KANSAS—C. G. Harrel, nationally known food industry authority, has joined the product research staff of Seymour Foods, Inc., Topeka, as consultant and associate technical director, according to an announcement from Jay G. Odell, executive vice president.

Mr. Harrel has served as director of products control, director of research and director of new product ideas at the Pillsbury Co., Minneapolis, over the past 25 years. Prior service was with the Continental Baking Co.

Mr. Harrel is widely known in the food, baking and milling industries for his many published reports, and he is largely responsible for the development of many prepared mixes now on the market. He is co-author of the book, "Conversion Factors and

Technical Data of the Food Industry," which is distributed world-wide.

He has been active on committees of the National Academy of Science, American Chemical Society, Institute of Food Technologists, Industrial Research Institute, and American Society of Bakery Engineers. He is a past president of the American Association of Cereal Chemists and is chairman of the board of the Research and Development Associates Food and Container Institute for the armed forces.

A graduate of Missouri State Normal and William Jewell College, Mr. Harrel obtained his master's degree from the University of Kansas. He has done graduate work and taken special courses in chemistry at the universities of Chicago and Minnesota.

Speaking for Seymour Foods, Mr. Odell stated, "We are honored to have Mr. Harrel as a consulting member of our staff. His background and knowledge of the food industry will give tremendous impetus to our research program."

Seymour Foods processes and markets a variety of poultry and egg products, including egg solids products formulated for the use of commercial bakeries, institutional feeding, and the cake mix industries. In his new capacity, Mr. Harrel will assist in the development of new products in the Seymour laboratories.

BREAD IS THE STAFF OF LIFE

Dividend Declared

NEW YORK—At a meeting of the board of directors of Standard Brands, Inc., a quarterly dividend of 37½¢ per share was declared on the common stock, payable March 15, 1960, to stockholders of record Feb. 15, 1960. At the same meeting, the quarterly dividend of 87½¢ per share was declared on the preferred stock, payable March 15, 1960, to stockholders of record March 1, 1960.

General Mills Six-Month Earnings Show Drop; Smaller Yearly Total Seen

MINNEAPOLIS—Net income for General Mills, Inc., for the six months ended Nov. 30, 1959, was \$4,392,599, equal to 54¢ per share of common stock. This compares with earnings of \$7,746,821 for the same period a year ago.

According to the company's letter to the stockholders, indications are that the earnings for the 12 months ending May 31, 1960, will not equal the record of last year, which was the highest in the history of the company.

ESTIMATED RESULTS OF OPERATIONS

	Six months ended	
	Nov. 30, 1959*	Nov. 30, 1958
Sales of products and services	\$265,947,296	\$274,291,340
Earnings before federal taxes on income	8,730,201	16,674,609
Federal income taxes	4,537,602	8,927,788
 Net income	 \$ 4,392,599	 \$ 7,746,821
Net income per share of common stock	.54	1.05†
Shares of common stock outstanding	7,120,684	6,873,621†

FINANCIAL POSITION

	Nov. 30, 1959*	Nov. 30, 1958
Current assets	\$138,600,528	\$134,840,791
Current liabilities	59,116,473	57,546,018
 Working capital	 79,484,055	 77,294,773
Fixed assets	115,421,103	100,835,214
Miscellaneous assets	8,275,013	6,734,029
Goodwill and other intangibles	4,012,665	2,429,891
 Total	 207,192,836	 187,293,907
Long term debt	45,000,000	35,000,000
Reserves	5,246,519	5,164,722
 Excess of assets over liabilities and reserves	 \$156,946,317	 \$147,129,185
Stockholders' Equities:		
Preferred stock—5% cumulative	\$ 22,147,300	\$ 22,147,300
Common stock	44,432,490	39,674,858
Earnings employed in the business	90,366,527	85,307,027
 Total stockholders' equities	 \$156,946,317	 \$147,129,185

*Includes operations for one month and assets and liabilities of Magnaflux Corporation acquired on Oct. 31, 1959, in exchange for common stock. Amounts for periods prior to that date are not adjusted as they are not considered material.

†Adjusted for 3 for 1 stock split.



William K. Marrinan



Newell Gaasedelen

New Bulk Handling Company Formed In Minneapolis

MINNEAPOLIS—The formation of Flo-Tronics, Inc., a new Minneapolis corporation which will supply automated bulk handling systems for food, chemical and process industries, was announced by William P. Edmunds, president of the new firm.

In such systems, bulk materials like flour, grains and chemicals are transported through ducts by a moving airstream. Systems produced by the new company will be of the most advanced types, Mr. Edmunds said. They will incorporate electronic controls, in many applications capable of providing completely automatic operations.

Officers of the company include Mr. Edmunds, William K. Marrinan, vice president and operations manager and Richard D. Schneider, treasurer. Mr. Edmunds was general manager of the Fluidizer Division of Superior Separator Co., Minneapolis, prior to formation of the new firm. Mr. Marrinan was operations manager of the Industrial Division of the Bureau of Engraving, Inc., also of Minneapolis, and Mr. Schneider was formerly in planning and market research with the Fluidizer Division.

Initial capital has been raised for the new firm from twelve incorporators, all Minneapolis business and professional men. In addition to the company officers, they are: William Peters, Minneapolis engineering executive; Wesley J. Anderson, Allison Williams Co., investment bankers; Drs. Richard W. Giere and Joseph C. Giere, Minneapolis physicians; Newell Gaasedelen, securities analyst; Francis Gaasedelen, Minneapolis attorney; George H. Halvorson, Minneapolis businessman; Frank A. Warner, Lee Higginson Corp., investment banking firm, and E. B. Eliason, Jr., general agent, Crown Life Insurance Co.

The board of directors of the new company will consist of Mr. Edmunds and Mr. Marrinan, together with Newell Gaasedelen, who will be chairman of the board. Mr. Gaasedelen is an investment analyst with the Minneapolis Teachers Retirement Fund Assn.

Flo-Tronics' offices and manufacturing facilities are being established at 1420 Zarthan Ave., St. Louis Park, in a newly-leased 6,600 sq. ft. plant. Banking connections have been established by the firm with the Marquette National Bank of Minneapolis which will carry the company's account and also act as registrar and transfer agent.

Growth prospects for the automated bulk handling equipment industry

USE OF 'CHURNED' TO STOP

WASHINGTON—Armour & Co. and two of its wholly owned subsidiaries have agreed to cease and desist from using the words "churn," "churned," "churning," or any variations of such words in advertising Cloverbloom margarine, the U.S. Department of Agriculture has announced. The three companies, Armour & Co., of Illinois; Ft. Worth Poultry & Egg Co., Inc., of Texas, and Armour & Co., of Delaware, were named by USDA in an August, 1957, complaint alleging violation of the Packers and Stockyards Act in connection with the advertising of margarine. USDA averred that the use of such words as "churned" in margarine ads is misleading in that it suggests to prospective buyers that the product is a dairy product. In oral hearings in Washington, D.C., and Chicago, Ill., Armour contended that the margarine actually is churned and that the words used properly described the production process. Nevertheless, in agreeing to the consent order issued by Thomas J. Flavin, USDA judicial officer, Armour agreed to abandon the use of the words in future advertising. The judicial officer stated that entry of the cease and desist order does not constitute an admission by Armour & Co. and its subsidiaries that they have violated the Packers and Stockyards Act or any other law.

are extremely favorable, Mr. Edmunds said, primarily because of labor-saving benefits, improved sanitation and product quality control. Additionally, a very rapid growth is projected for the principal customer industries for such equipment.

"The air-conveyor systems business is reported to be doubling each year and advantages of systems equipped with electronic controls such as we will produce are just beginning to be realized. We expect Flo-Tronics to be a major factor in its field within two years," Mr. Edmunds said.



HAVE YOU REMEMBERED?



National Society
for Crippled Children
and Adults
2023 W. Ogden Ave.
Chicago 12, Ill.



M. C. Alvarez

International Names M. C. Alvarez to Vice Presidency

MINNEAPOLIS — M. C. Alvarez, recently appointed as general manager of the eastern sales division of International Milling Co., has been elected a vice president of the company.

Mr. Alvarez' career with International began in 1937 in the export department at New York, followed successively by positions as assistant sales manager at New York, a period in the traffic department of the mill at Buffalo, and later as export manager in New York. He became New York sales manager in 1946, general sales manager of the eastern sales division in 1957, and general manager of the division on Jan. 1 of this year.

Other officers reelected are: Chas. Ritz, chairman of the board; Atherton Bean, president; John B. Bean, Willard H. Hagenmeyer, John A. Hendrickson, Wayne T. Kirk, Malcolm B. McDonald, P. Norman Ness, John Tatam, Philip Von Blon and Lloyd E. Workman, vice presidents; Harry E. Howlett, secretary and general counsel; Roy B. Jewett, comptroller and assistant treasurer; Milton W. Anderson, assistant secretary and assistant treasurer, and L. R. Verschoyle, assistant comptroller. Mr. McDonald is also treasurer of the company.

BREAD IS THE STAFF OF LIFE

St. Louis Salesmen's Club Holds Meeting; Elects Officers

ST. LOUIS — The St. Louis Allied Bakery Salesmen's Club met at the Forest Park Hotel recently and the following officers were elected for the year 1960: Ralph Malter of Blanton & Co., president; A. C. Roland, III., of Roland Industries, Inc., 1st vice president; Wm. Tengs of Wesson Oil and Snowdrift Sales Co., 2nd vice president; Arthur Walz, of Chapman-Smith Co., secretary, and Robert Paul, of Cahokia Flour Co., treasurer.

Elected to a three year term on the executive board was Ed Feste, of Standard Brands, Inc.

Several new members were voted upon and accepted, and the club is looking forward to a year of activity in cooperation with the St. Louis Retail Master Bakers Assn.

Pillsbury's Six-Month Earnings Below 1958, But Second Best of Record

MINNEAPOLIS — The Pillsbury Co. has reported earnings after taxes of \$3,262,000 and net sales of \$181,800,000 for the six months ended Nov. 30, 1959.

Net earnings after taxes, although second highest in company history, were 21% below earnings for the same period a year ago. Net sales for the first six months were 1.2% ahead of the same period last year.

Net earnings per share of common stock were \$1.52 compared with \$2.01 a year ago.

"Pillsbury and the milling industry as a whole," said Paul S. Gerot, president, "did not benefit during the past six months from the unusually favorable markets for milling by-products which existed a year ago."

"Earnings were also adversely affected," he said, "by a four-week work stoppage in August at the company's largest multi-product plant in Springfield, Ill.

"Intensified competitive pressures caused reduced prices on some products and additional advertising and sales promotion expenditures for others."

The company introduced 12 new products during the first six months.

Capital expenditures will total a record \$10,000,000 this year, a \$2,000,000 increase over the previous fiscal year. A major part of this program is modernization of plants and equipment for reduction of manufacturing costs.

During the first six months, Pillsbury announced plans for construction of a new flour mill in East Los Angeles, Cal. A refrigerated products plant and research center was put into operation at New Albany, Ind., and an option was obtained on land for a new baking mix plant near St. Louis, Mo. A new feed plant at Jasper, Ala., is expected to be completed this spring.

	For the six months—June 1 through Nov. 30—	Fiscal 1960	Fiscal 1959	Fiscal 1958
Net sales	\$181,800,000	\$179,688,000*	\$173,067,000*	
Net earnings before income taxes	7,057,000	9,327,000	5,577,000	
Net earnings after providing for income taxes	3,262,000	4,107,000	2,513,000	
Earnings per share of common stock	\$1.52	\$2.01	\$1.28	

*Adjusted to a comparable basis.

St. Louis Firm's Scholarship Plan Being Expanded

ST. LOUIS — A major expansion of the annual Victor Zimmerman Memorial Scholarship Award was announced by J. A. Zimmerman, president of Cahokia Flour Co., donor of the award.

Beginning this year, in addition to the annual \$1,000 scholarship, additional awards of two complete correspondence courses in baking will also be made.

"Because of the high caliber of those who have made application for the scholarship since its inception in 1957," Mr. Zimmerman said, "we feel that these additional awards will enable many more promising and qualified young men to make distinguished careers in the baking industry."

Need Trained Personnel

He also pointed out that both wholesale and retail bakeries throughout the area are constantly in need of competent, professional bakery personnel to contribute to the progress of the industry.

The scholarship will be presented for the fourth year to the most promising young man employed in the baking industry within an area of 125 miles of St. Louis. This year, for the first time, a second and third award will be made of a complete 50-lesson correspondence course.

Candidates are chosen by a board of judges. This year's judges are: Sam Sandefur, president, Greater St. Louis Bakery Production Club; Philip Hickey, superintendent of instruction, Board of Education, St. Louis; Frank E. Lawrence, Jr., secretary, St. Louis Chamber of Commerce; Leo Rozanek, president, Master Retail Bakers of St. Louis; Walter Williams, president, St. Louis Whole Sale Bakers.

The scholarship winner will receive \$1,000 to cover tuition, transportation and living expenses at either the American Institute of Baking,

Chicago, or the William Hood Dunwoody Industrial Institute, Minneapolis. The other two award winners will each receive a comprehensive 50-lesson correspondence course in baking from the Siebel Institute of Technology, upon completion of which a certificate of graduation is awarded.

The competition is open to men between the ages of 20 and 35 who live within a 125-mile radius of St. Louis and who have been employed in bakery production for one year or more. Applicants must have a high school education or its equivalent. Applications must be received by May 1, 1960, by the secretary, Victor Zimmerman Memorial Scholarship Award, 2120 Railway Exchange Bldg., St. Louis 1, Mo. The winner will be announced by June 15.

The annual scholarship was founded in 1957 to honor the memory of the late Victor Zimmerman, founder of the Cahokia Flour Co.

Previous scholarship winners were: Wiley Hargrove, 1957; Rudy W. Macku, Jr., 1958, and Frank N. Krohn, 1959.

BREAD IS THE STAFF OF LIFE

Hollywood, Florida, Is SBA Meeting Site

HOLLYWOOD, FLA. — The Hollywood Beach Hotel and Golf Club will be the site of the 46th annual convention of Southern Bakers Assn. The convention will open on Thursday, March 31 and run through lunch on April 2.

Many of those attending will want to plan a side trip after the convention. Other attractions that are nearby will be Miami and Key West, as well as Nassau and Jamaica. Due to another large convention, accommodations will not be available at the Hollywood Beach Hotel for the SBA group after April 3, but conventionees may check in the hotel three days before the convention opens and receive special convention rates. The hotel is full American Plan, including three meals daily. The special attraction this year will be free golf green fees at the Hollywood Beach hotel's private country club.



John A. Wayt

EXECUTIVE RETIRES—After more than 38 years with American Bakeries Co., John A. Wayt is retiring to give full time to his other interests, including farming and working with young people. Mr. Wayt attended the Atlanta Public Schools, Georgia School of Technology and the University of Virginia. After a brief time with Aluminum Corporation of America he joined American Bakeries Co. in 1921 as a chemist. Within a few years he was placed in charge of production and was treasurer of American Bakeries Co. of Florida from 1932 to 1938 when he became a vice president. A native Atlantan, Mr. Wayt has been very active in the Farmers Club, the American Society of Bakery Engineers, Boy Scouts of America and other youth activities.

Burry Biscuit Sales, Net Income Set New Records

NEW YORK—For the fiscal year ending Oct. 31, 1959, sales and net income of the Burry Biscuit Corp. were at the highest level in the company's history, announced George M. Burry, president, in his annual report sent to stockholders.

Net sales amounted to \$19,262,360, an increase of \$1,492,936 or 8% over the previous fiscal year.

Net income for the fiscal year ended Oct. 31, 1959 was \$453,677 or 66¢ share of common stock after dividends on the preferred stock. Comparable earnings for fiscal 1958 were \$414,428 or 58¢ share.

Discussing new items, Mr. Burry pointed out that the exclusive right to manufacture and distribute Eu-phrates Bread Waferettes was acquired in March, 1959. Following test runs of this product, full production began during the last month of the fiscal year.

Other Products

"Several other items were developed during the year under review," Mr. Burry continued, "including Chelsea Crackers, an English style deluxe cracker; Amandel, a Dutch type cookie, and Scooter Pie and Romper Room Cookies for children."

"While development costs for these products have been charged to income for the fiscal year under review, the full benefits will be reflected in the coming year," he stated.



MAN-OF-THE-YEAR—Lawrence E. Tomsky (right), district manager, Standard Brands, Inc., San Francisco, was named Man-of-the-Year by the Northern California division, Allied Trades of the Baking Industry, at a recent meeting of the organization, and is presented a framed certificate by A. M. Hillner, the Panplus Co., a past president of the division and former award winner.

37 Allied Tradesmen Participate in AIB Short Course of Baking Fundamentals

CHICAGO—A class of 37 allied men received a capsule lesson in baking during the American Institute of Baking's Short Course in Baking for Allied Personnel here in January.

To get a basic understanding of the production problems which beset their baker-customers, the men participated in shop sessions dealing in mixing, make-up and general production of bread and sweet foods. Lectures in related subject areas by institute staff from the school of baking, the laboratories, and the department of bakery sanitation augmented actual shop experience.

During the two-week course, the baking processes, ingredients, nutrition, enrichment, scoring of baked foods, sanitation, equipment and commercial baking's economic aspects were among the subjects studied.

The next Allied Course will be held at the institute in January of 1961. Further information on this and all of the school's courses may be obtained from the Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

In attendance at this year's course were:

A. J. Accola, Jr., Merck & Co., Inc., Rahway, N.J.; Robert A. Alexander, International Milling Co., Detroit; Robert C. Bader, Montana Flour Mills Co., Great Falls, Mont.; Richard E. Berg, the Pillsbury Co., Minneapolis; Thomas C. Bird, Durkee's Famous Foods Division of the Glidden Co., Chicago; John H. Blair, Standard Brands, Inc., New York; Carl H. Bodlander, Kraft Foods, New York; John J. Buckley, International Milling Co., New York; Gene B. Cochran, Traders Oil Mill Co., Texas; Thompson B. Cooper, Kraft Foods, Ltd., Montreal, Quebec; Paul K. Downey, Walter Baker Chocolate, Dorchester, Mass.; Albert E. Flaherty, Kraft Foods, San Francisco; Thomas E. Flanders, the Beardstown Mills Co., Beardstown, Ill.; A. S. Fulford, the Keever Starch Co., Columbus, Ohio; Eugene F. Garner, Quakermaster Food and Confectionery Institute, Chicago; Curtis A. George, Kraft Foods, Chicago; Charles B. Hulden, Kraft Foods, Chicago; William J. Hars, Wallerstein Co., Staten Island, N.Y.; Roy G. Hydon, the Keever Starch Co., Columbus, Ohio; Howard P. Jackson, Sr., Kraft Foods, Garland, Texas; Howard G. Jan-

over, S. Gumpert Co., Inc., Jersey City, N.J.; Frank A. Kendall, International Milling Co., New York; John A. Lenau, the Keever Starch Co., Columbus, Ohio; Charles F. McGuire, the Pillsbury Co., Ogden, Utah; Tom T. Miyahara, Henningsen, Inc., Springfield, Mo.; Thomas J. Neel, the Keever Starch Co., Columbus, Ohio; Thomas W. Owens, Kraft Foods, Chicago; Grant W. Pearcey, the Pillsbury Co., Minneapolis; John R. Post, Chas. Pfizer & Co., Inc., Brooklyn; William K. Prisk, International Milling Co., Detroit; William Schlossberg, American Sugar Refining Co., Chicago; Lonnie O. Schroeder, Kraft Foods, Garland, Texas; Dale O'Rell, American Maize-Products Co., Chicago; Webster Scott, American Institute of Baking, Chicago; John J. Sherlock, Millers National Federation, Chicago; Olney R. Steffens, Penick & Ford, Ltd., Inc., New York; Dudley S. Titus, Merck & Co., Rahway, N.J.; and Joseph A. Vanderlist, Commander Larabee Milling Co., Minneapolis.

Food Firm Hires Viennese Torte Maker

MONROE, WIS.—Dobosh torte, a Viennese specialty since the 18th century, won equal billing with the traditionally featured Swiss cheese in the 1959 Christmas offerings of the Swiss Colony, a 35-year-old, \$3 million a year food specialty mail order firm at Monroe.

Some 60,000 dobosh tortes (eight layers of cake with seven layers of chocolate between) were baked in the Colony's bakery ovens, selling for \$3.90 and \$5.75 in sizes of 1½ lb. and 2 lb., respectively.

The dobosh torte project created 25 new jobs, according to Karl Schwager, bakery manager, and was so successful that the bakery hopes to double its space and employment in another year.

Raymond R. Kubly, Sr., president of the Swiss Colony, was introduced to dobosh torte some time ago and began selling it through the Colony, obtaining it from a Chicago bakery. When sales boomed, he commissioned Mr. Schwager, a native Viennese, to find a master chef in Austria to oversee its production in the Colony's own bakery.

Mr. Schwager obtained 23-year-old master pastry maker Fred Weisinger, of Vienna, who started at 14 and studied seven years for his master konditour's certificate. He was found by Mr. Schwager in Demel's, pastry maker to Emperor Franz Joseph when Austria was ruled by royalty.

Mr. Weisinger came to this country on a permanent visa to join the Swiss Colony staff. He said the dobosh tortes he makes now are richer than those of Vienna, explaining that eggs, butter and cream make them taste like those the Austrians used to eat when they had the right ingredients. Too, where chocolate is used here, it is caramel in Vienna.

The Swiss Colony, located in the "Swiss cheese capital of the U.S.," started by selling the cheese made in the area, but then branched out into a number of food specialties. It features gift packages in its mail order business, and also operates a retail store in Monroe.

Discrimination Charges Against Cookie Firm Brought by FTC

WASHINGTON—Robert A. Johnston Co., Milwaukee, a manufacturer of cookies, crackers and other food products, has been charged by the Federal Trade Commission with using unlawful pricing practices.

According to FTC the Johnston company has allegedly charged competing retail customers different prices for its biscuit products of like grade and quality. The FTC complaint contends that these price discriminations may result in substantial injury to competition in violation of Sec. 2(a) of the Robinson-Patman Amendment to the Clayton Act.

According to the complaint, the company classifies retail customers into three categories: independents (one store); chains (more than one outlet) and voluntary groups (independents banding together for buying and advertising purposes). The Johnston Co. frequently makes delivery in its own trucks to each separate store of all three categories, FTC says, and also, it sometimes delivers purchases to warehouses owned by chain customers.

Where delivery is made directly to retail outlets, a sliding-scale discount schedule based on purchases during a quarter year is used, the complaint continues. These discounts range from zero to retailers buying less than \$60, to 5% in the case of retailers whose purchases are \$300 and above, it said.

However, the complaint alleges, chains and voluntary groups are permitted to combine purchases of all their retail outlets. As a result, each consistently is granted the 5% discount although frequently the purchases of individual stores standing alone are too small to qualify for that amount.

Where delivery is made to chain warehouses, the complaint continues, Johnston Co. grants the chains a discount of about 16% below the prices paid by retailers receiving no discounts.

The company is granted 30 days in which to file answer to the complaint.



THE NEW YORK STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1959-60	1960	1960
	High	Low	Close
Am. Bakeries Co.	50 1/2	42 1/2	44 1/2
Am. Cyanamid	65 1/2	46 1/2	51 1/2
A-D-M Co.	49 1/2	37 1/2	38
Cont. Baking Co.	55 1/2	43 1/2	45 1/2
Pfd. \$5.50	107 1/2	101 1/2	101 1/2
Corn Pr. Ref. Co.	59 1/2	49 1/2	52 1/2
Crown Zellerbach	60 1/2	44 1/2	48 1/2
Pfd. \$4.20	98 1/2	85	87 1/2
Dow Chemical	100 1/2	74 1/2	91 1/2
Gen. Baking Co.	14 1/2	11	12 1/2
Pfd. \$8	153	138	143
Gen. Foods Corp.	107 1/2	74 1/2	101
Gen. Mills, Inc.	37 1/2	28 1/2	28 1/2
Pfd. 5%	114	101 1/2	103 1/2
Merck & Co.	91 1/2	67	74 1/2
Monsanto Ch. Co.	56 1/2	38 1/2	45 1/2
Natl. Biscuit Co.	56 1/2	49 1/2	54 1/2
Pfd. \$7	164 1/2	142	145 1/2
Pfizer, Chas.	43 1/2	29 1/2	30 1/2
Pfd.	100	94 1/2	99
Pillsbury Co.	49 1/2	34	37 1/2
Procter & Gamble	90 1/2	73 1/2	82
Quaker Oats Co.	54 1/2	42	44 1/2
Pfd. \$6	140	124 1/2	127
St. Regis Paper Co.	56 1/2	42 1/2	50
Pfd. \$4.40	97 1/2	88	89 1/2
Std. Brands, Inc.	38 1/2	34 1/2	36 1/2
Sterling Drug	59 1/2	43	52 1/2
Swanson Bisc. Ind.	106 1/2	87 1/2	90 1/2
Un. Bisc. of Am.	30 1/2	22 1/2	27 1/2
Ward Baking Co.	18 1/2	12 1/2	15
West Virginia Pulp & Paper Co., Pfd.	61	42	52
Stocks not traded:			
Corn Prod. Ref. Co., \$7 Pfd.	85 1/2		87
Pillsbury Co., \$4 Pfd.	93		95
Std. Brands, Inc., \$4.50 Pfd.	72 1/2		73 1/2
Un. Bisc. of Am., \$4.50 Pfd.	86		87 1/2
Ward Baking Co., \$5.50 Pfd.	87 1/2		87 1/2
West Virginia Pulp & Paper Co., Pfd.	91 1/2		92

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1959-60	1960	1960
	High	Low	Close
Burry Bisc. Corp.	10 1/2	6 1/2	7 1/2
Horn & Hardart Corp. of N. Y.	38 1/2	33 1/2	34 1/2
Wagner Baking Co.	5 1/2	2 1/2	3
Stocks not traded:			
Wagner Baking Co., Pfd.	75		85

CANADIAN STOCKS

	Jan. 15,	Jan. 22,	1960
	High	Low	Close
Canada Bread	5.50	3.70	4.25
Pfd.	58	55	*54 1/2
Can. Bakeries	8 1/2	6	5 1/2
Can. Food Prod. A	5.00	2.50	3.80
Pfd.	9 1/2	5 1/2	9
Catelli Food, A	62	41 1/2	59
Cons. Bakers	44	39	40
Dover Ind.	10 1/2	7	8 1/2
Pfd.	13	10 1/2	13 1/2
Gen. Bakeries	9 1/2	8 1/2	9
Int. Mfg. Pfd.	10.50	7.00	8.75
Weston, G., A	44 1/2	32	32
Pfd. 4 1/2%	95	81	82

*Less than board lot.

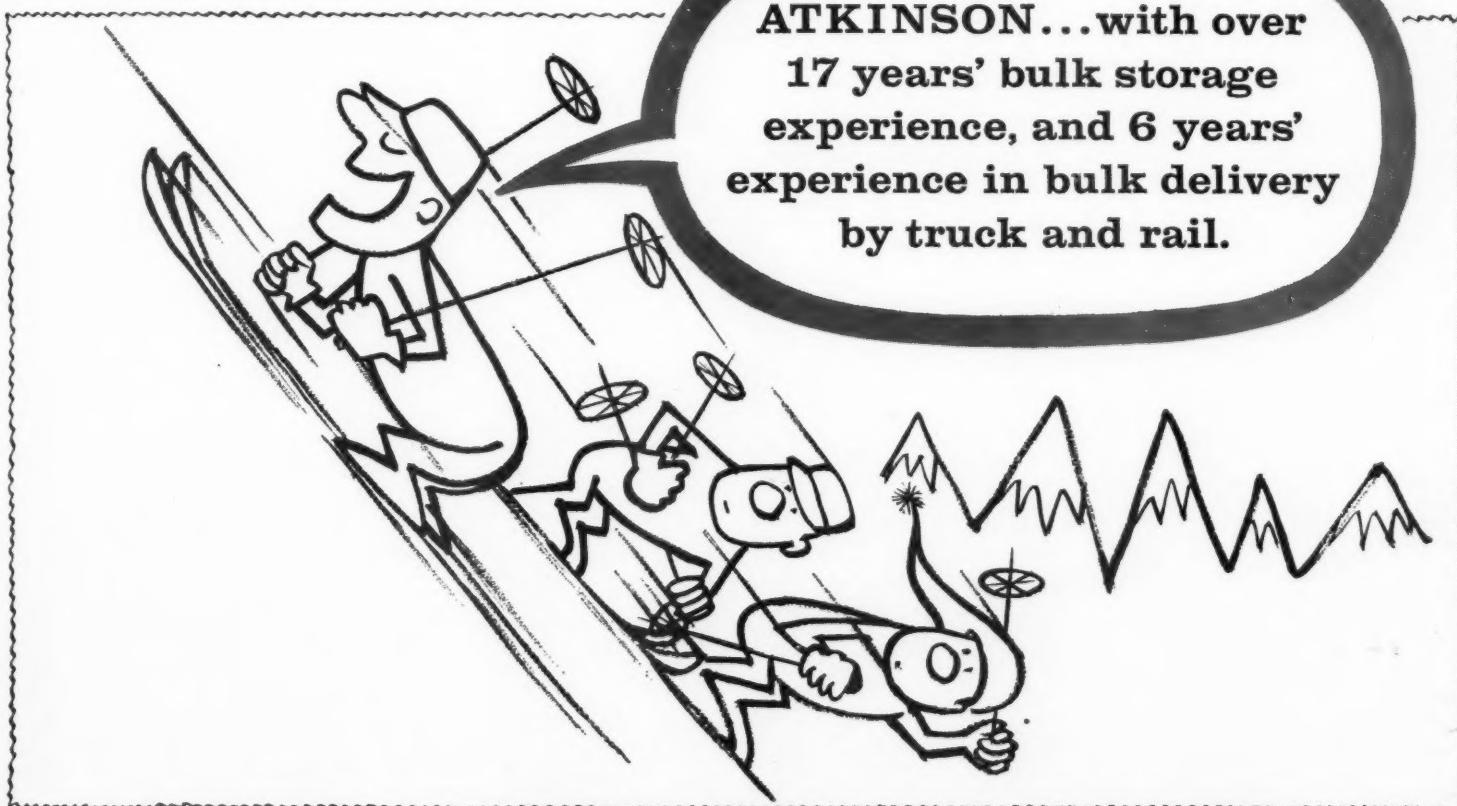
R. W. Phillips Dies; Former Baking Officer

ATLANTA, GA.—R. W. (Dick) Phillips, retired regional manager of the American Bakeries Co., died following a heart attack at his home here, Jan. 29.

Mr. Phillips retired last summer after 35 years with the baking firm. He was born in North Carolina, spent his youth in Rock Hill, S.C., and lived at Florence, S.C., before moving here 20 years ago.

Mr. Phillips is survived by his wife, Louise, a son, R. W. Phillips, Jr., of Birmingham, three daughters and ten grandchildren. He was 62.

BREAD IS THE STAFF OF LIFE



Every baker wants uniform flour...Atkinson delivers it!

Don't take less than you can get from
ATKINSON MILLING COMPANY

MINNEAPOLIS

*Reg. U. S. Pat. Off.



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When making bread bread, the doughs should be taken on the young side to obtain the best possible flavor.

2. Whole eggs contain about 55% yolks and 45% whites.

3. The term "straight flour" is used to denote all of the white flour that can be milled from the wheat berry.

4. In the production of pies, the baker should make two different doughs, using one for the bottom crust and one for the top crust. This procedure should be used to obtain the best results.

5. The best method for melting bitter chocolate to be used in cakes and icings is to place the container in the oven.

6. Hard water is not suitable for making bread, as it has a harmful effect upon fermentation.

7. For best results when making lemon pie filling, the lemon juice should be added after the filling has been cooked.

8. A high percentage of malt used in bread dough has no effect upon the absorption.

9. When shells for custard and pumpkin pies are made up about 24 hrs., and allowed to dry somewhat before using them, it has been found that soaking will be decreased.

10. When rolls on the bread molders are set too tight, the bread will have an extremely close grain.

11. A balanced formula for marshmallow should contain 4% gelatine.

12. Pure lard is preferred over veg-

etable shortening or vegetable oil for greasing pans.

13. When frozen yolks are gummy, they do not beat up very well. The addition of water will greatly improve the beating quality.

14. In making short sponge cakes, it is absolutely necessary that the shortening is incorporated after the flour has been mixed in.

15. Soft wheat flour is the proper type to use when making cream puffs and eclairs.

16. Some bakers soak their raisins in a malt solution in order that they will remain soft and also have less tendency to burn during baking when making raisin bread, rolls, fruit cakes and cookies.

17. It is best to beat the eggs for sponge cakes on medium speed instead of high speed.

18. Bread should be cooled to at least 95°F. before it is wrapped.

19. As a thickening for fruit pie fillings, the starch used may be replaced with a 20 mesh tapioca with excellent results.

20. There is no advantage in using milk solids in rye bread.

BREAD IS THE STAFF OF LIFE

GENERAL MANAGER

Canadian Bakeries, Ltd., Vancouver, has named C. R. Murphy as general manager. Mr. Murphy has had broad experience in the baking industry of Western Canada. Prior to his most recent appointment he held the position of assistant general manager.



A. J. Christenson

NEW POSITION—The appointment of Arnold J. Christenson to the newly-established position as sales supervisor, soft wheat flours, has been announced by W. R. Heegaard, vice president and general sales manager, Russell-Miller Milling Co., Minneapolis. Mr. Christenson, who will be located at the company's Minneapolis headquarters, is well acquainted with the baking industry, having been for 10 years area sales manager for the Fleischmann division of Standard Brands, Inc. Other past connections include Tele-Vue Towers, Inc., St. Petersburg, Fla., where he was general manager of that organization. The primary function of the new department will be to provide sales and merchandising services to customers using Russell-Miller soft wheat flours, according to Mr. Heegaard.

SBA Announces Election of New Governors

ATLANTA, GA.—Roy Allen, chairman of the nomination and election committee of the Southern Bakers Assn., announces the following governors elected to two-year terms in 1960-61:

Alabama—Ronald P. Cooper, Hart's Bakery, Inc., Anniston; Florida—Bert Friedls, Royal Baking Co., Inc., Miami; Georgia—Edsel Benson, Benson's Bakery, Athens; Louisiana—Andreas F. Reising, Sunrise Baking, Inc., New Orleans; Mississippi—R. N. Morton, Colonial Baking Co., Jackson; North Carolina—Ned W. Bost, Bost Bakery, Inc., Shelby; South Carolina—R. H. Jennings, III, Palmetto Baking Co., Orangeburg, and Tennessee—Raymond A. Hunt, Colonial Baking Co., Chattanooga.

Carryover governors include:

Wm. P. McGough, McGough Bakeries, Inc., Birmingham, Ala.; Roy R. Peters, Butter Krust Bakeries, Inc., Lakeland, Fla.; G. G. Grant, American Bakeries Co., Atlanta, Ga.; Howard Ellison, Modern Bakery, Inc., Harlan, Ky.; Wm. J. Rains, Rainbow Baking Co., Lexington, Ky.; Frem F. Boustany, Huval Baking Co., Inc., Lafayette, La.; Chris Toney, Toney's Baking, Inc., Amory, Miss.; A. G. Peeler, Jr., Bamby Bakers, Salisbury, N.C.; J. E. Swan, Jr., Clausen's Bakeries, Augusta, Ga.; Neal Timberlake, Swan Bros., Inc., Knoxville, Tenn.; A. E. Beck, Beck City Bakery, Inc., Newport News, Va., and E. F. Tuttle, Merchants Bakery, Inc., Norfolk, Va.

For 1960, R. H. Bennett of Atlanta, will serve as chairman of the board of governors, and Benson Skelton of Atlanta as president of SBA, and Donald Smith of Mobile, Ala., as vice president.



INTERESTED VISITORS—Archer-Daniels-Midland Co., Minneapolis, invited about 100 families living near its research center—it is located in a south Minneapolis residential area—to an open house, and nearly 200 persons turned out. They were permitted to wander through the various laboratories at will. Research scientists were on hand to describe and demonstrate their work with flours, protective coatings, plastics, chemicals, foundry products, industrial cereals, formula feeds and other products. One of the most popular stops was the experimental bakery, where bakers and cereal chemists work to develop new baking flours. Above, William Rainey, manager of the new products department of ADM's Commander Larabee flour milling division (second from right in photo), tells the visitors about flour research as they sample some of the bakery's experimental loaves.

Ward Baking Plans Plant Expansion

SPRINGFIELD, MASS.—The Ward Baking Co. plans to build a \$250,000 addition to its plant here in order to further expand its sales territory into western Massachusetts.

The move would add office and production facilities and increase personnel from 110 to about 165, according to Wilbur C. Delaney, Ward general manager.

The expanded sales pattern, he said, would tie in with outlets in White River Junction, Vt., and New Haven, Conn.

BREAD IS THE STAFF OF LIFE

New Treasurer

NEW YORK—The president of American Molasses Co. and subsidiaries, Frank C. Staples, reports the election of Coleman Hogan as treasurer. Mr. Hogan was associated with the Walworth Co. Ellis Slatoff, who held the position of vice president and company director, in addition to serving as treasurer, is relinquishing his duties in the latter position to be more available for company exploration of new business opportunities and projects. In his new role and as a director and vice president, Mr. Slatoff will remain fully active in company management. Theron L. Hedden, company controller, has been elected assistant treasurer. The firm headquarters in New York.



Rowley Miller

TO SALES POST—Appointment of Rowley Miller as bakery flour sales manager of Russell-Miller Milling Co. has been announced by W. R. Heegaard, vice president and general sales manager. Mr. Miller will continue his responsibilities as manager of western and midwest bakery flour sales. He started with Russell-Miller in September of 1939 as assistant to the western sales manager. Mr. Miller served as treasurer of the company from October of 1949 to 1954, and was appointed western bakery flour manager in July of that year.

IT PAYS TO BUY

American
Flours

AMERICAN FLOURS, Inc.

MR. MULTIPLE-UNIT BAKER:

Where Will You Open Your Next Unit?

By LAVERN H. FORTIN

If consideration is being given to a chain store or supermarket location, start preparing for the exciting changes that are involved in mass marketing. The customers are the same—but you're apt to find a whole lot more of them!

WHERE do today's customers go to do their food buying? Well, for the benefit of any bakers who may have come here from outer space, the largest percentage of them go to the chain stores and the supermarkets, more and more of which are being located in that other U.S. phenomenon—the shopping center.

Whenever supermarkets are mentioned at a meeting of bakers, the speaker usually reacts like one of Pavlov's pre-conditioned dogs and starts spouting facts and figures to prove that supermarkets really are doing the lion's share of the business.

As a matter of fact, I find that my own mouth is beginning to water a little, but I shall suppress the temptation to unload a bucket of staggering statistics and confine myself to the simple statement that supermarkets sold about 60% of all the groceries that were sold in 1959.

And so, at the risk of sounding somewhat repetitious and elementary, I will offer the logical deduction that the place of the multiple-unit retail baker in today's changing market is in, or around, today's supermarket.

Incidentally, I used the words "in or around," because it is possible to set up a retail unit behind the supermarket's check stand, or outside the check stand. It is also possible, of course, to be "around" the supermarket's customers by getting into the same shopping center.

Another rigid custom in a talk of this type is to explain just why the supermarket has become such a dominant factor in the retail food market. And this is a custom that is worth following because it teaches some basic merchandising truths that are worth repeating.

The growth of the supermarket

was caused by many economic and population factors over which the retailer had little or no control—the needs created by the depression, the increased use of automobiles, the overcrowding of cities and the flight to the suburbs, and most important of all, the tremendous increase in population that started with the post-war crop of babies and jumped the population from 144 million, in 1947, to 170 million in 1957.

Incidentally, this dramatic population increase is still going on. And the Bureau of the Census has predicted a jump to 192.5 million by 1965. According to Fortune Magazine, this means the demand for food will go right on expanding, not only because of the population growth but because of a tremendous upgrading in taste and diets.

Although the factors just mentioned are the ones that made the supermarket possible, food merchants are more interested in the merchandising factors that made the supermarkets popular.

For example:

- The savings that were passed along to the customer through mass buying and volume production—a much more important factor during the depression than it is today.
- The infinite variety of all types of foods under one roof and the wide variety within each food category.
- The "self-service" display of all these foods, a feature that gave the shopper unlimited opportunity to see, touch and choose the foods she wanted.
- The time-saving convenience of "one-stop" shopping.
- The time and labor-saving convenience of pre-packaged, pre-frozen, pre-cleaned, pre-squeezed, pre-

EDITOR'S NOTE: Mr. Fortin is president of Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles. His paper, with the title, "The Place of the Multiple-Unit Retail Baker in Today's Changing Market," was presented before the Multiple-Unit Retail Branch session of the last annual meeting of the American Bakers Assn. in Chicago.

brewed, pre-mixed, pre-cooked and practically pre-digested foods.

- Last but not least, the modern supermarket, with its vast volume and quick turnover, seemed to offer the woman shopper the assurance of product "freshness."

I have taken time to mention these merchandising factors because many of them have already been adopted or adapted by multiple-unit retail bakers in the conduct of their own businesses; and because all of them should be kept in mind "when, as and if" a retail baker moves into a supermarket setup.

Now Is the Time To Make the Move

But before getting into the things a baker should keep in mind when he starts to operate in a supermarket, we had better take a quick look at the reasons why now is the time for the baker to move in this direction and the reasons why the supermarket operator should want him to do so.

As pointed out at the start, the basic reason why the multiple-unit operator should try to locate in or around the supermarket is because that is where he is most likely to find the greatest number of customers and the largest volume of business.

From a longer-range point of view, and as a matter of simple self-preservation, I believe we multiple-unit operators should move into as many supermarkets and shopping centers as possible to keep the mass marketers from going any further with the production of their own sweet baked foods.

The bakery trade publications have frequently quoted supermarket executives as predicting that by 1965 over 90% of the retail bakery business will be in supermarkets. And, although I would not go that far myself, I think we can all agree that the percentage will be very high and

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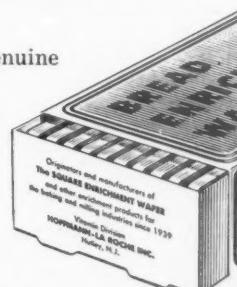


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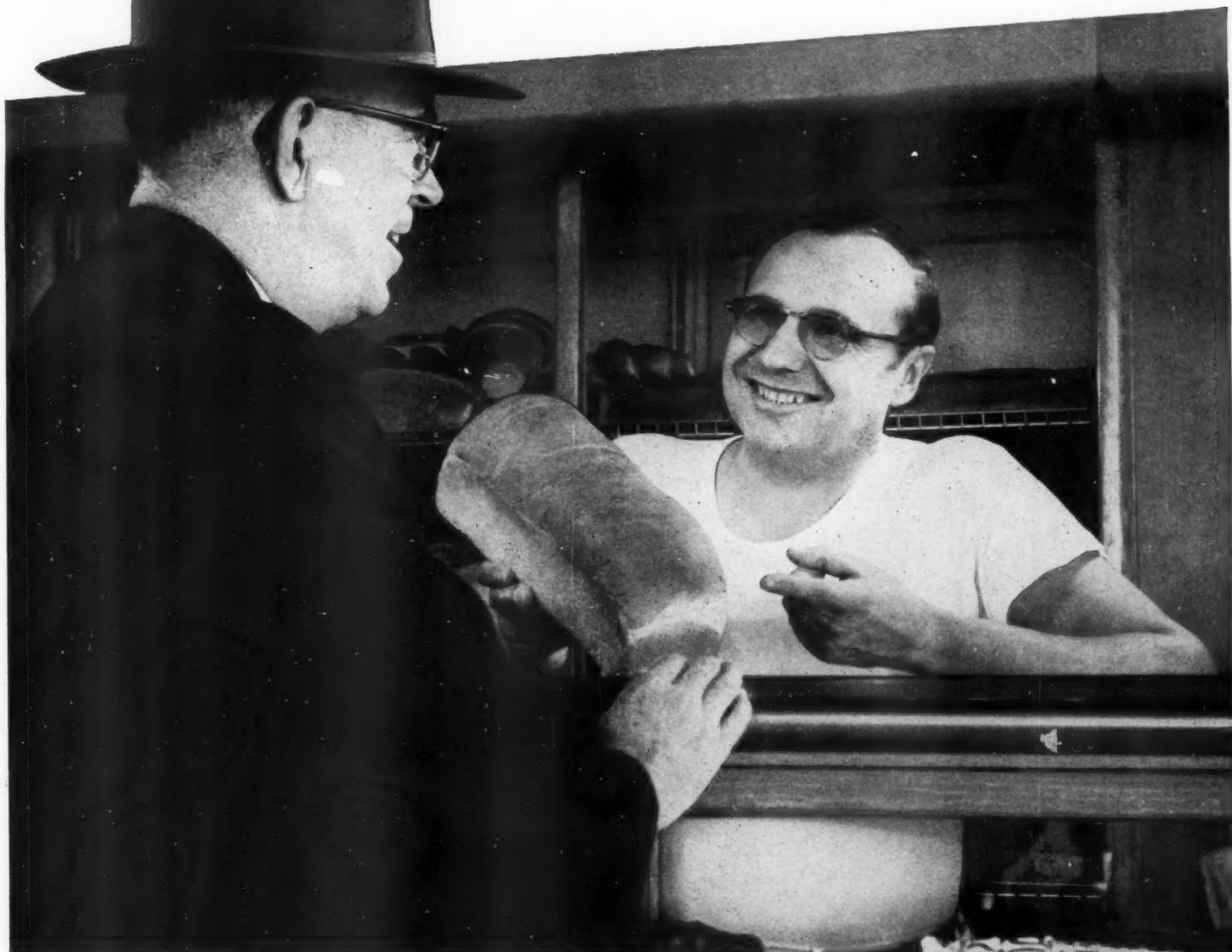


the North Dakota Mill and Elevator is located right in the heart of the wheat country, thus assuring you of 100% Northern Hard Spring Wheat Flour!

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GRAND FORKS, NORTH DAKOTA



*"In the bakery business...
we know it satisfies!"*



John Lukach, Northbrook Bakery, Minneapolis, shows "Mr. American Farmer" where the story of "From Field to Flour" ends.

This is what King Midas has done: "From Field to Flour." A successful result of combining these methods; to buy the best quality wheat obtainable;

to process it with the most up-to-date milling equipment; to protect and maintain quality by scientific methods and milling experience; and the last and most important is to satisfy the bakers' needs.

Bakers both large and small know that this is the King Midas story that is enacted for them each day.

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*On the job
when it counts...*
AMERICAN NATIONAL
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Quaker Quality
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Quaker represents nearly a century of experience in the milling of quality flours...a dependable source for your every flour need.

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that "we" had better be the ones who are producing the baked foods the supermarket sells.

The reasons for the bakery department's lowly estate were obvious. In the early days the pioneer supermarket man regarded bakery foods as a low-profit customer "convenience"—just as he did when he operated a corner grocery. Moreover, he was too busy putting in his other lines to get involved in the problem of producing, or contracting for, the type of quality baked foods that could command a premium price and a greater profit.

In more recent years, in accordance with the American system of free competition, the supermarket's margin of profit has grown smaller and smaller, while the search for products that can offer both volume and profit has grown more and more intense.

As an example of what this supermarket competition has done, the so-called "convenience" foods of the past five or 10 years—the foods that were supermarket favorites because of the nice premium they commanded—are no longer returning such a handsome profit. As competition between the chains increased, the prices on these items went down. And today, according to the U.S. Department of Agriculture, the over-all differential between 52 prepared foods and their old-fashioned equivalents is a mere 1%!

This was the situation when the supermarket operator suddenly discovered that his stepchild bakery department could be turned into a beautifully profitable retail-type Cinderella—if only he could find the right formula.

The Right Bakery Department Formula

As we all know, some operators decided that the right formula was the establishment of their own bakeries (on or off the premises) to produce their own retail-type sweet baked foods and keep the profits in one hot little hand.

Other operators decided that the right formula was to have an experienced retail baker supply them with sweet baked foods which they would sell under their own labels. And still

others decided that the best formula was to invite a quality retail baker to set up shop in the supermarket as a concessionaire and sell his products under his own label—with the supermarket operator benefiting through rental income. During the past few years, this last formula has been growing in popularity.

Now it should be obvious to all that the supermarket operator would not invite the multi-unit baker to share his premises and profits if he himself could handle easily the production and sale of high-quality, high-profit baked foods. And so we may assume that more and more supermarket operators are renting retail bakery space to multi-unit bakers because they have become convinced, through costly personal experience, or by observing the experience of others, that running a retail-type bakery is a little too tough to tackle.

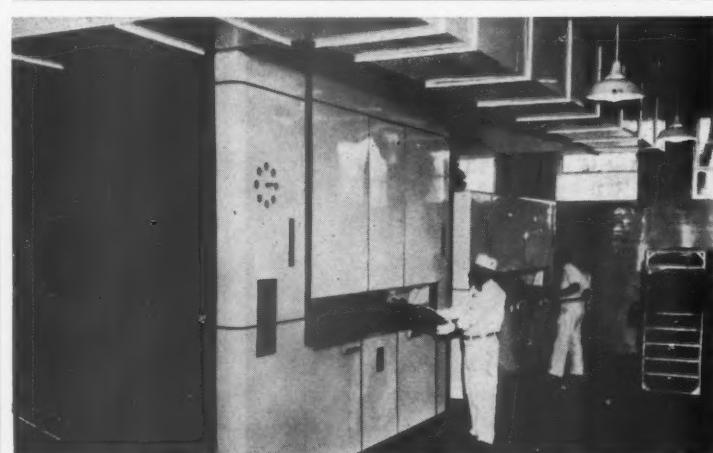
Supermarket Operation Of Bakery Departments

One of the reasons why this is so is because the supermarket baker has found it very costly to supply his store (or stores) with the wide "variety" of quality products that are offered by the multi-unit retail baker. However, "variety" is the supermarket operator's middle name, and he cannot possibly lag behind the bakery retailer in this respect.

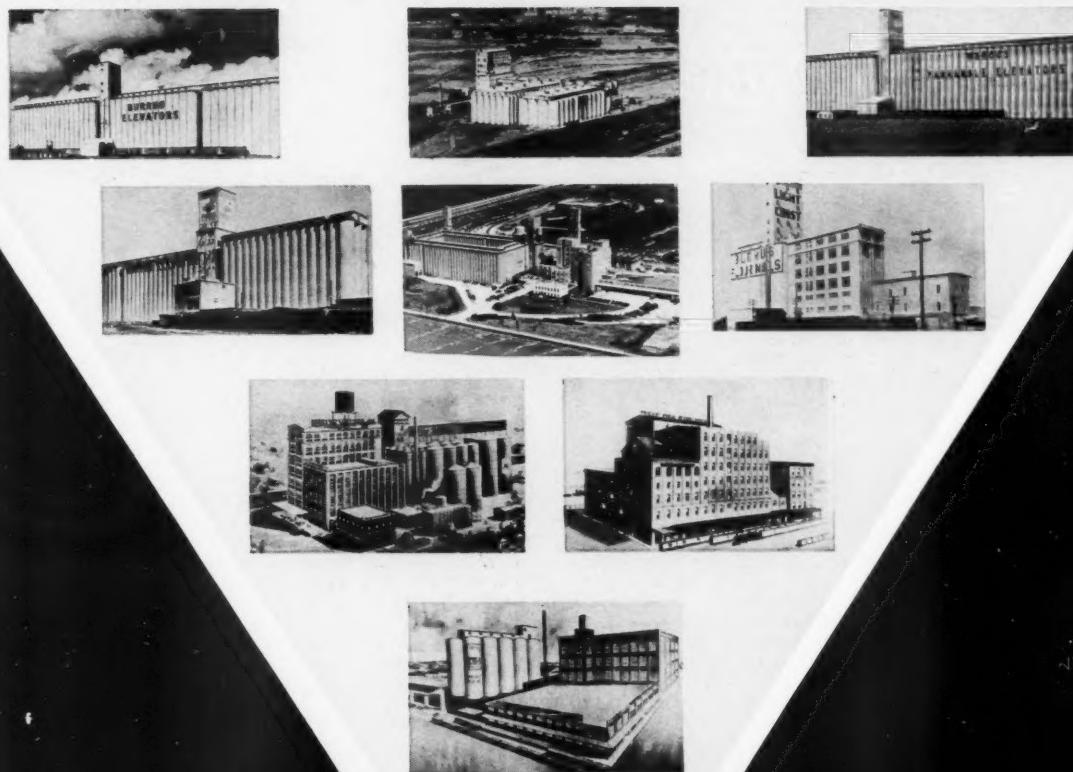
The supermarket baker has also found that the high-quality, high-profit items (like special-occasion cakes, fancy pastries, etc.) do much better with a certain amount of "service" selling, and that all baked foods, because of their perishability and short shelf life, require at least part-time care and attention from someone.

This is really a tough discovery at this particular time because most supermarket operators, because of smaller earnings, have been forced to use fewer and fewer employees to handle a greater and greater volume of business.

What it boils down to is this: Many supermarket operators feel they just cannot afford the additional labor cost that is absolutely necessary to



NEW OVENS—These two Petersen type revolving tray ovens, delivered recently to Missouri State Hospital No. 2 in St. Joseph by the Food Machinery Division of Baker Perkins Inc., Saginaw, Mich., indicate changing character of ovens for mass feeding. Of the type employed normally in commercial bakeries, they now are the newest concept to reduce costs and improve food quality in restaurants, hotels, schools and other institutions. Compact, safer to operate, they eliminate stoop and stretch in loading, can combine both uniform, automatic volume output with versatility of product mix. The unit in the foreground handles roasts, stews, cakes and breads in the same loading without intermingling flavors. The oven in the background can be used for same purpose, or can be made to operate in a lower temperature range to bake, roast and cook. Together, they can handle feeding requirements for about 3,000 persons.



THE BROADER
THE SOURCE OF
SUPPLY
THE
BETTER THE
WHEAT!

This is the secret of the constant uniformity you always find in Morten Milling Company's family of fine flours: variety and magnitude of premium wheat supply. It is known that the quality of wheat varies from year to year in all areas; one year it will be top-quality in a given area, the next year it will not. This is no handicap to Morten Milling Co. for its far-flung grain elevator system gives it such a vast geographical area from which to select its wheat that maintaining uniform excellence is no problem. First choice — always — on premium wheat — that's the story of successful baking flour, and the story of Morten Milling Co.

MORTEN MILLING CO.
DALLAS, TEXAS

A Division of Burrus Mills, Incorporated



SHORT PATENT



WHOLE WHEAT



DRINKWATER
REGULAR, SEMI-SHORT



WHOLE WHEAT



HI-GLUTEN

keep a retail-type bakery department in first-class condition.

I imagine some multi-unit bakers are muttering, "we can't either!" But let's just say we can do it a little bit more economically than the supermarket man. In any case, let's assume that the multiple-unit baker has been invited to operate in a supermarket, going on to a consideration of the decisions he must make, and the things he can do, to operate successfully.

Service versus Self-Service

One of the first decisions the retail baker must make is whether the unit shall be service, self-service or a combination of both. However, I hasten to assure you I have no intention of telling you what that decision should be.

Nevertheless, I would like to point out that this decision has become less and less clear-cut as "self-service" operations take on more and more of the attributes of "service," and vice versa. For example, the increasing use of "hostesses" in self-service setups and the increasing use of self-service islands and flexible fixtures in service setups.

It should also be pointed out that each retail unit presents its own special problems of traffic and type of trade—factors which could indicate the desirability of a "service" setup in one location and a "self-service" setup in another. Most important of all, it should be emphasized that the maintenance of a clean, orderly and attractive display of baked products is essential to the success of either service or self-service.

Next decision the retail baker must make is how much "variety" he can offer in his supermarket set-ups.

As already emphasized, a wide variety of products is a basic reason for the supermarket's popularity, so he certainly should strive to offer as many items as possible—while maintaining quality and controlling costs.

It should be pointed out, however, that an "ever-changing" variety of bakery products—from day to day and week to week—is even more desirable than offering a wide but static variety. Moreover, it is easier to maintain quality with the ever-changing type of variety.

The retail baker should plan to offer his supermarket customers the finest possible "quality" as well as the widest possible "variety."

The era when chain stores and supermarkets put the emphasis on plain foods at low prices is rapidly receding into the past. Today's supermarket puts the emphasis on customer "convenience"—from the time she parks her car and her baby until her bags of time- and labor-saving "convenience" foods are carried to the car she came in.

Having proved that the customer would willingly pay extra for "convenience," the supermarkets are now proving that she will also pay more for fancy quality. The magical word for this most recent development in supermarket merchandising is "upgrading," and as previously pointed out, it is one of the reasons why the quality multi-unit baker is being asked to join the supermarket operation.

The most dramatic example of "departmental" upgrading is the way some of the chain stores, like F. W. Woolworth, are replacing "quickie" fountain service counters with luxurious sit-down restaurants that offer delightful decor and delicious foods at considerably higher prices.

While this type of dramatic depart-



NEW PRODUCT—Durkee Famous Foods announce the "Pull-A-Part Danish Cluster." There is no slicing with the product, it pulls apart, the company says. It is made in a coffee cake mould and the spice-coated buns bake into a ring of serving-size wedges. Durkee promotion includes a full-color easel card and window banner. The kit also contains a formula illustrated in color, plus two streamers for daily specials and showcase features.

mental upgrading is still in the pioneering stage, examples of the upgrading of individual food items, like wrapping better cheeses in silver or gold foil, etc., etc., are too numerous and familiar to mention.

And so, there is no doubt whatsoever that upgrading of supermarket foods is a prevailing trend which the retail baker must take into consideration. It is true, of course, that the supermarket's shoppers will be looking for low-cost bargains in the retail bakery unit. But they will appreciate such bargains even more when they find them in a quality retail department that has the last word in upgraded luxury items.

Supermarket Merchandising Tools, Techniques

When we come to the art of supermarket merchandising, the retail baker will find that he can use exactly the same tools and techniques that helped merchandise his products outside the supermarket, but that he must use them much more frequently and forcefully. In other words, he will find that supermarket merchandising is regular retail merchandising raised to the nth degree!

There are, of course, some merchandising problems and techniques that are peculiar to the supermarket. For example, the problem of where to locate the bakery unit.

This is apt to be a little confusing to the retail baker. Some experts will prove that it should be the first department the customer sees as she enters the supermarket, while others argue that it should be the last department she sees before she checks out of the supermarket.

However, the significant point is experts agree that the bakery department deserves one or the other of these two choice locations. So those

are locations the baker should at least try for.

But now let's assume our retail baker has been given a good location in the supermarket, and that he is using the most sales-appealing packaging materials he can find, as well as the most attractive and flexible fixtures.

At this point he will begin to look around a little and become aware of the fact that he is surrounded by a vast sea of merchandising activities; he is right in the middle of a succession of high-powered departmental and store-wide promotions that constantly change, but never stop.

As time goes on, however, our baker will begin to see order in the apparent chaos, and he will start to tie in with store-wide and departmental promotions that can help him sell his products. And since bakery products are the greatest of all "companion" foods, he will find that opportunities for this type of tie-up are almost limitless.

Advertising, Merchandising Techniques Similar

When it comes to his own departmental promotions, the retail baker

RUNCIMAN MILLING CO.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65

STAR OF THE WEST MILLING COMPANY
Only Michigan soft white
winter wheat flour
FRANKENMUTH, MICHIGAN

All Grades
RYE FLOUR
1000 cwt. Flour—250 cwt. Meal
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

WHY NOT PROTECT THAT FRESHNESS WITH A RE-CLOSABLE PACKAGE?

LET YOUR CUSTOMERS ENJOY THAT OVEN-FRESH FLAVOR TO THE VERY LAST SLICE.

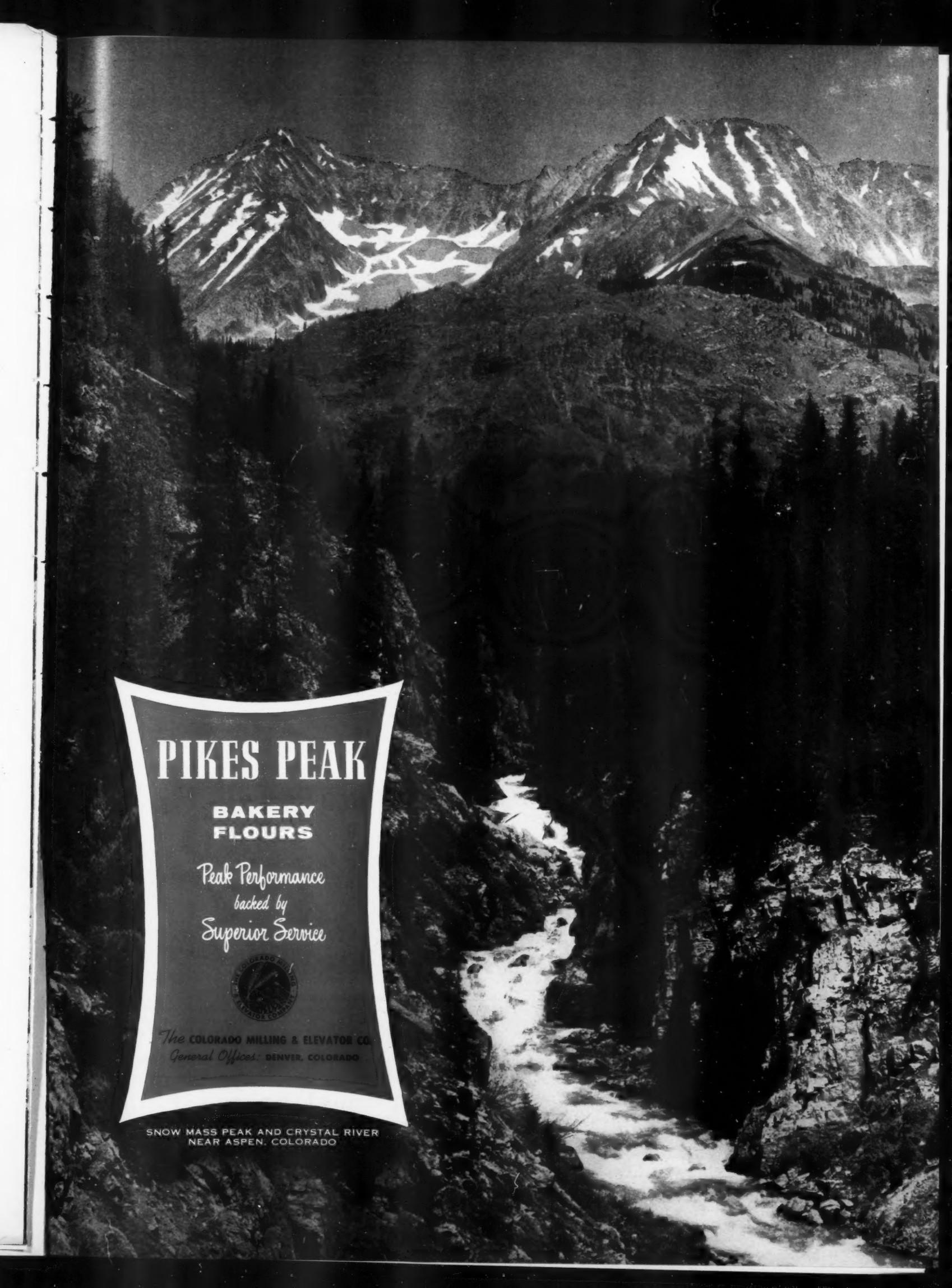


Write for Literature and Samples

- Kwik Lok Stock Design Closures-Labels.
- Kwik Lok Assorted Color Closures for Code-Dating.
- Vu-All Plastic Bags.
- Combination Units That Include All Necessary Packaging Supplies.

IT TAKES JUST A TWIST OF THE BAG NECK AND A SNAP OF THE FINGERS TO OPEN OR CLOSE ANY KWIK LOK'D PACKAGE. BREAD THAT IS "OVEN FRESH" MONDAY IS "TABLE FRESH" WEDNESDAY.

Kwik Lok Corp., Box 2098
Yakima, Washington



PIKES PEAK

BAKERY
FLOURS

Peak Performance
backed by
Superior Service



The COLORADO MILLING & ELEVATOR CO.
General Offices, DENVER, COLORADO

SNOW MASS PEAK AND CRYSTAL RIVER
NEAR ASPEN, COLORADO

wili find that advertising and merchandising techniques which worked on his outside units are the ones that will work in the supermarket.

It is obvious these techniques will vary according to the type of unit the retail baker is operating. For example, an all self-service type unit should emphasize the "freshness" of his products through every possible point-of-sale medium. These media can range from a counter card that reads "Fresh Out of the Oven" to an actual revolving tray oven that bakes off frozen pies in front of the customer's eyes. But no matter what technique is used, the customers must be convinced that the products are fresh, fresh, fresh!

The retail baker in a supermarket should see to it that he gets his share of the promotional floor units placed in the middle of the store's traffic aisles, so the shoppers are literally forced to stop and look at the products they are offering.

As previously mentioned, the big difference between supermarket merchandising and multiple-unit retail bakery merchandising is that the former is apt to be more intense and consistent. However, the retail baker should realize that up until recently the merchandising of bakery foods in supermarkets was conspicuous by its scarcity and feebleness. So practically anything the retail baker does to promote his products will be well-received by the supermarket's shoppers.

Finally, the multiple-unit operator should start to contact the supermarket operator now, because he has just started to appreciate the volume and profit potential in a well-run retail-type bakery department.

The supermarket operator's dis-

covery of the volume and profit potential in a retail-type bakery is a real Cinderella story. Back in the days when these markets first started, the bakery department was often a neglected stepchild—a lonesome arrangement of bread, cake and cookie racks in some quiet corner of the store that offered a colorless conglomeration of heavily wrapped and practically imperishable products in the lowest possible price class and with the least possible appeal for the impulse buyer.

I had the opportunity to talk with Gerald P. Kirk of the customer service department of Standard Brands, Inc., when I was in New York City, and we reviewed this whole matter of the place of the multiple-unit retail baker in today's changing market. I appreciate the thinking he has given to this subject, and we certainly are agreed on this conclusion.

When it comes to product variety, product quality and product merchandising, the baker who moves into a supermarket should keep on doing what came naturally and profitably when he moved into all his other units. Even though the supermarket surroundings are different, the customers stay the same. It's just that there are apt to be a helluva lot more of them!

BREAD IS THE STAFF OF LIFE

BAKERY FOUNDER DIES

OKLAHOMA CITY, OKLA.—Mrs. Delia G. Pemberton, 74, founder of the Mrs. Pemberton's Bakery chain died unexpectedly in an Oklahoma City hospital. Mrs. Pemberton, a native of West Virginia, has lived in Oklahoma since 1912, and was engaged in the bakery business for more than 50 years, retiring in 1958.

Building Store Traffic

Elk's Bakery Merchandises To Build 'Youngster Trade'

ENDICOTT, N.Y.—Elk's Bakery, Endicott, has a number of merchandising promotions built around the theory that following the activities of its patrons from the crib to college will pay off in steady, repeat business.

Each week Elk's has a "cradle roll" poster on its walls listing newborn children in the neighborhood which it serves. Mothers and fathers are urged to "drop in" and provide such details as their child's name, weight at birth, date of birth and other pertinent data. Newspaper advertisements and window posters show photographs of new infants. Parents, solicited for photographs, rarely refuse to supply them.

Elk's specialize in birthday cakes for children from one to 17 years of age. They have a birthday party hostess on duty every Saturday morning to help parents plan birthday celebrations. She is a wife and mother with children of her own and a knowledge of what constitutes a successful party.

Hostess Service

In addition, she surrounds herself with magazines and books containing children's birthday party hints. Parents are urged to come in and chat with the hostess when this time to celebrate is at hand.

Elk's have found the cost of her services on a half-day-a-week basis worth the expense. In addition, they have another promotion which is well worth mentioning: Elk's has among its employees a high school student who operates a camera. He puts in an appearance at children's birthday parties in the neighborhood and takes candid photographs.

All parents need do is come to the bakery and arrange for purchase

of a birthday cake. The bakeshop photographer will be on hand.

Several photos taken go to the parents as souvenirs; other prints are used for bakeshop's interior photo displays and for window display from time to time.

Together with posters and window cards, the pictures convey the theme "We specialize in bakeshop foods that will make any birthday party for your child a never-to-be-forgotten taste treat."

For Teen-Agers

Elk's Bakery does not forget, however, the teen-ager and his place in the sun. The bakery uses the theme "Let 'em eat cake" insofar as teenagers' lawn and house parties are concerned. It uses advertisements in the high school newspaper to offer its services in providing refreshments for large and small weekend festivities of this nature. It also provides every student in junior or senior high school with an identification card which allows him to purchase certain items on weekends at a 10% reduction.

Every Friday and Saturday Elk's has a display case filled with items known as "Teen-ager specials" which can be purchased at the reduced price by showing the card, designed to fit into purse, pocketbook or billfold.

These are baked foods which can be taken to drive-in theaters as a corollary to popcorn and pop, birthday cakes which a high school girl may present to her high school beau, or, of course, vice versa.

Recently, Elk's featured "action cakes" with a miniature bowling ball and pins atop the cake or a miniature basketball net and players astride the cake.

Summertime Bonus!



August 1959 - 30 Sheet - Des. # 240

HIGH RATING—Sunbeam Bread 30-sheet outdoor posters created by Quality Bakers of America Cooperative, Inc., for its member-bakers continue to register high ratings in the month to month study of outdoor advertising by leading advertising research organization. Two recent 1959 showings scored a high 76% rating in completed consumer interview studies.

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.

ABILENE, KANSAS

Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

Uniformity
the priceless quality in flour

yours always with . . .

Acme-Evans Flours

ANGELITE—cake flour
COOKIE KING—cookie and dough-up flour
CRACKER KING—cracker sponge flour
GRAHAM KING—100% soft wheat graham
PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

flours

Individually milled

for

superior performance!

ECKHART

Milling Company

1300 CARROLL AVE. - CHICAGO 7, ILL.

Sales Representatives in Principal Cities

CONGRESS OF INDIANS PRESENTED CAKE

PHOENIX, ARIZ.—The Arizona Master Retail Bakers Assn. presented a unique cake to the 16th annual convention of National Congress of American Indians here. The Indians, representing tribes throughout the nation, were presented with a cake baked by Al Thies, veteran Phoenix baker and president of the association. Mr. Thies chose to reproduce an antique Indian water jar or olla, duplicating it in angel food cake, with gay stripes and designs of Apache Indian derivation in black, orange, brown and white. The cake was two feet high, and exactly duplicated the original "olla". It was presented at the final banquet of the convention. There were 300 pure blooded American Indians on hand at the banquet.

Wrappers Redesigned

CHICAGO—A new "brand identifying image" is the backbone of a completely redesigned line of bread wrappers for Burny Brothers, Inc., Chicago. The image consists of the stylized form of three bakers, each carrying trays piled high with baked foods.

The old, two-color wrappers have been "vastly improved upon," according to Burny management. The new packages are printed flexographic, one color, by Rap-In-Wax Paper Co., Minneapolis.

Burny Brothers sells to restaurants, hotels and institutional accounts, and also markets a line of breads and sweet goods through retail outlets in the Chicago area.

Much of the redesigning work for the new line was done by the Rap-In-Wax Creative Art Department.



AIB MEETING—On the last day of their week-long January conference, field staff nutritionists of the American Institute of Baking had an opportunity to taste and evaluate 15 new quantity recipes prepared by the test kitchen staff for their use in school lunch programs during 1960. Shown, left to right, are: Virginia White, Ann Russell, Mabel Evans, Mary Kuhlman, Marguerite Robinson, Una Wood, and Marcie Sanders. Virginia Marx was unable to attend the conference.

You Can Depend Upon

HUBBARD'S Quality Flours

**KING
HUBBARD**

**The Monarch of
High Glutens**

TOP QUALITY
TOP PERFORMANCE

**HUBBARD MILLING
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Since 1879

MANKATO, MINNESOTA

Our brands have become identified with quality the world over. . . . Extensive experience with top quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

ORIGINATORS OF THE EFFICIENT AND ECONOMICAL BULK-PAK FLOUR BIN

FISHER FLOURING MILLS CO., Seattle, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO.

Eastern Representative
82 Beaver Street, New York City



AIB Nutritionists At Semi-Annual Staff Conference

CHICAGO — Day-long meetings touched on a variety of subjects when field staff nutritionists of the American Institute of Baking's consumer service department met with the home staff during their semi-annual conference at the institute in January.

Creating the ability to remember key points was stressed in a session on communications. Another session centered on developing a "nose for news"—setting up publicity photos and developing good stories with reader industry on bakery foods.

Two new films were shown the nutritionists, The American Bakers Assn.'s "Color of Health," a 12½ min. film soon to be available for placement in school libraries; and "Sandwiches, Please!" produced for the Wheat Flour Institute, and designed for the homemaking teacher and extension agent.

A nutrition seminar prepared by Norine Condon and Mary Ellis, of the home staff, was also attended by guests Peggy Walton of the Nebraska Wheat Commission, and Edith Stanley of the Colorado Wheat Growers.

All available quantity recipes and complete demonstrations were reviewed by Ruth Clarke, test kitchen manager, so that new materials might replace those widely used.

The nutritionists finished the week with a session in the test kitchen, becoming acquainted with recipes available for use in school lunch

workshops, which they will give during the coming year.

Three of the field staff — Mary Kuhlman, Mabel Evans, and Marcie Sanders — stayed on during the week after the conference, to work with these tested recipes. The remaining nutritionists will do so before and after the mid-year conference in June. All recipes used are suitable for the Type A school lunch pattern set up by the U.S. Department of Agriculture.

BREAD IS THE STAFF OF LIFE Caravan Acquires Specialties Firm

PASSAIC, N.J.—Caravan Products Co., Inc., has acquired the almond, macaroon and kernel paste facilities of J. Cane & Son, Secaucus, N.J. Alex Weber, executive vice president of Caravan, said the transfer of machinery would be completed shortly and that production under Caravan labels would begin very soon.

The deal involved a substantial amount of mechanical equipment, described as unique in this country. The Cane firm, one of the nation's four major producers of these specialty items, was known for the "old world" quality of its pastes. Stone-ground almond, macaroon and kernel pastes have always been the standard of excellence in this highly specialized field.

"By obtaining these facilities," said Mr. Weber, "we are able to assure a reliable supply of fine, slowly-made, first-quality pastes for bakers who emphasize quality."

"We feel this latest development in Caravan's progress is an integral move in our aim to grow by growing increasingly useful to our customers," Mr. Weber concluded.

George Urban Milling Co. More Than 100 Years of Milling BUFFALO, NEW YORK

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

J. F. IMBS MILLING CO. ST. LOUIS, MO. Millers of Hard and Soft Wheat Flour DAILY CAPACITY 4,200 CWTS. SACKS

How does tradition make a difference in flour?

For over 75 years Russell-Miller has been an industry leader in making flour. How does this tradition really help you produce better baked goods?

ADVANCES in baking are coming thick and fast. Both retail shop bakers and large wholesale bakers are adopting more efficient methods and machinery to produce tasty, nutritious goods at the lowest possible cost in order to compete with other food producers.

Consequently, you, as a flour buyer and baker, need exact flour varieties with consistent, unvarying analysis, time after time. Uniformity is an increasingly important ingredient in bakeshop procedure and in flour requirements.

Russell-Miller's more than 75 years of top milling experience means we have acquired the skill to give you such flour. Our mills are strategically located in the best wheat growing areas—in the Northwest, the Central States, the East and the Southwest. Here we select and store in the great elevator capacity available to us, the choicest wheats. Thus, we have a ready-at-hand supply of just the right wheats for milling the quality flours you need to produce the top-notch baked goods your customers demand.

Over seventy-five years of working with the baking industry has taught Russell-Miller to understand your needs and interests. And, just as important, these years have helped Russell-Miller grow into a milling concern of a size and capacity that allows us to really do something about our desire to serve you well.

We maintain the latest machinery and methods known to milling. The quality of every sack of Russell-Miller

Flour is rigidly controlled. That's why bakers usually rely on Russell-Miller Flours when they bake experimentally to set standards for their line. The majority of the premium breads on the market today were developed with and continue to be baked from Russell-Miller Flours.

We send specialists every year into the heart of the wheat growing areas in advance of the harvest to collect wheat samples which are experimentally milled. Result? We know exactly which wheat to buy for the exact type and quality of flour you need.

Just as you judge your friends on the basis of honesty, sincerity, genuine interest in you and their desire to do good—so you should judge and choose your flour miller.

For more than 75 years Russell-Miller has had a tradition of interest in you and the future of your industry. Here's just one example. Russell-Miller gives technical and, in some cases, financial support to private and governmental wheat improvement groups throughout the country. This we do in an effort to see that the best possible wheat is grown to supply the baking industry with the best possible flour.

In short, for more than three quarters of a century Russell-Miller has looked on its position of leadership as obligation to do everything possible to answer all of your needs with the best flour. That's where tradition makes a difference in the flour you buy.

RUSSELL-MILLER Milling Co.

specialists in the milling of fine flours

MINNEAPOLIS 15, MINNESOTA. Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

1961 Baking Industry Exposition To Be 'Largest Ever,' Chairman Says

CHICAGO—"The 1961 Baking Industry Exposition will be the largest national trade show ever held by the baking industry," announced Karl E. Baur, chairman, at the conclusion of the exposition committee's meeting held at the Hotel Sherman in Chicago, last October.

He stated that modernization of the convention hall building in Atlantic City, N.J., where the exposition will be held beginning Saturday, Oct. 7, through Thursday, Oct. 12, 1961, together with the careful preparation of new boardwalk and street level floor plans under the direction of Harold Fiedler, secretary, and Raymond J. Walter, assistant secretary, has provided additional fine exhibit space.

"Advance interest," said Mr. Baur, "on the part of bakery equipment and machinery manufacturers, as well as by companies supplying the industry with all kinds of necessary supplies, ingredients and services, indicates that all exhibit space in the huge enlarged convention hall will be quickly subscribed to soon."

An exhibitors' manual, similar to the one used in the 1955 Baking Industry Exposition, was submitted in its preliminary form to the committee by the secretary. This was approved and ordered prepared for publication.

Expected Attendance

As more than 20,000 are expected, all hotels in cooperation with the Atlantic City Convention Bureau have been blocked off for the period of the exposition. A basic reservation policy was adopted by the committee which will be placed into effect by the bureau and the committee's secretariat.

Daily attendance awards; a special day for retail bakers; a special day for hotel, institution and implant feeding; as well as other outstanding features, are being planned. "These will be announced as definite plans are completed," said Mr. Baur, "as well as the program for the annual convention of the American Bakers Assn., co-sponsor with the Bakery Equipment Manufacturers Assn., of the exposition.

"In fact, the planning and timing of all exposition promotional material, news releases, and general publicity and public relations activities will follow a pre-determined schedule." This is being developed for approval at the next meeting of the committee which is scheduled to be held in April, 1960. "At this time," Mr. Baur advised, "all arrangements and details are expected to be fully crystallized and approved. Further, practically all, if not all, exhibit space is expected to be allocated by the date of the next meeting of the committee. We will then be able to expend all our efforts in seeing that the largest attendance be promoted."

In Attendance

Committee members in attendance at the October meeting included the following: Mr. Baur, Liberty Baking Co., Pittsburgh, Pa.; J. U. Lemmon, Jr., DCA Food Industries, Inc., New York, vice chairman; Jodean P. Cash, Fuchs Baking Co., South Miami, Fla.; Morris Cohen, Interstate Bakeries Corp., Kansas City, Mo.; Herman J. Richter, Jr., Richter's Bakery, San Antonio, Texas; E. E. Kelley, Jr., president of American Bakers Assn.; Harold Fiedler, secretary of the American Bakers Assn. and committee

sec'y-treas.; A. J. Fava, American Machine & Foundry Co., New York; James R. Fay, Champion Machinery Co., Joliet, Ill.; T. F. Freed, Read Standard Division, Capitol Products Corp., York, Pa.; T. F. Ronson (alternate), The Fred D. Pfening Co., Columbus, Ohio; E. Archer Turner, Baker Perkins, Inc., Saginaw, Mich.; Keith H. Redner, Battle Creek Pack-

aging Machines, Inc., Battle Creek, Mich., president of the Bakery Equipment Manufacturers Assn.; and Raymond J. Walter, executive secretary of the Bakery Equipment Manufacturers Assn., also assistant secretary-treasurer.

BREAD IS THE STAFF OF LIFE RETired BAKER DIES

BUFFALO — Carolina Kilbert Muehlbauer, 74, died here recently. Mrs. Muehlbauer and her husband, Alois, Jr., operated Muehlbauer's Bakery of this city for 32 years before selling it in 1950.

R. H. Hodgson Joins Raymond Bag

MIDDLETOWN, OHIO — R. H. Hodgson has joined the sales organization of Raymond Bag Corp., Middletown. He will represent Raymond in Georgia and the surrounding areas, making his headquarters in Atlanta.

Mr. Hodgson, who is a graduate of University of Georgia, has had many years of experience in the multiwall bag business.



1

As a good example, here's the spanking new Millerator which for Leroy operates as flawlessly as his favorite gun. Its two units handle more than a thousand bushels an hour, screening out bits of anything that doesn't rightfully belong in Commander Larabee quality wheat.

How Leroy Olson helps make Commander Larabee

"Better to Buy from"

Leroy Olson is an enthusiast about machines, guns, and quality. Show him a good gun or a fine new machine and his brown eyes gleam.

Normally a quiet guy, Leroy will argue fishing or hunting at the drop of a hat. Whether it's duck hunting at Lake Contrary—a bare 10 minute drive from work—or a 1500 mile fishing trek to Canada, Leroy's pulse beats in tempo with the mallard's flapping wings, and the slap, slap of waves beneath the gunwales of a fishing boat. In his hands the well oiled metal of his Browning 12-gauge is like a living thing. His guns and other things mechanical, he treats in a loving way.

That's why he likes his job as maintenance superintendent at Commander Larabee's St. Joseph flour mill. After more than eighteen years in the plant—knowing every job from sweeper on up—he has cannily learned to value a piece of equipment only for what it will do and how well it will do it. Leroy's seen innovations come and go and he knows that when something new moves into Commander Larabee's vast complex of equipment at St. Joe, it will be the very best. What's more, because it's the very best, he knows he will enjoy working on it and keeping it doing the right kind of job.



4

"Even in maintenance," says Leroy, "we've learned to rely on the laboratory. Its reports show how well we're surpassing Commander's extra-high standards of quality. Thousands of tests at St. Joe not only insure good flour, but give us telltale signs of where to look for trouble before it starts to happen."

Pennsylvania Bakers Feature Broad Range of Topics at Mid-Winter Meeting

HARRISBURG, PA.—A program designed for all branches of the baking industry—wholesale, retail and house-to-house operations—featured the golden anniversary winter convention of the Pennsylvania Bakers Assn. here the latter part of January. The convention was divided into four business sessions with key speakers, an open forum and a panel discussion,

along with the annual banquet and introduction of new officers and directors.

Speakers and their subjects were: "Welcome to Harrisburg's Centennial," by the Hon. Nolan F. Ziegler, mayor, city of Harrisburg; "Reflections on Retirement," R. F. Dunkelberger, president, Pennsylvania Bakers Assn.; "Get Off Your Launching

Pad," Dr. Carl C. Byers, Cleveland. "1910-1960: Two Great Associations Serve Their Industry," the Hon. James F. Malone, Jr., president, Pennsylvania Manufacturers Assn.; "Commemoration of 50 Years of Associations' Service," and "Tribute to Past Presidents," a slide-sound presentation produced and presented by Harold E. Snyder, Baking Industry, Chicago.

Entertainment
The Central Pennsylvania Bakers

Assn. sponsored a "Roving Entertainment Party" for one evening.

Other speakers and their subjects were: "The Color of Health,"—"Your Bakers of America Program"—, a new sound-slide film presentation by D. E. McFadden, American Bakers Assn.; "Progress Means Working Together," L. E. Caster, chairman of board, ABA; "ARBA Extends Congratulations," L. Carroll Cole, president, Associated Retail Bakers of America; "Will the New Federal Labor Disclosures Act Affect All Bakers?" Robert H. Kleeb, Morgan, Lewis & Bockius, Philadelphia; "The Medicine Man," a colored sound film produced by the American Medical Assn.; "Yesterday, Today and Tomorrow," an open forum and panel session on all types of problems affecting the business and operations of bakeries; moderator: J. Bernard Schmidt; question and answer period on all subjects.

Pennsylvania Division No. 4, Allied Trades of the Baking Industry, and the Bakers Courtesy Club of Pittsburgh, sponsored an allied trades party in conjunction w/ th the president's reception the opening evening.

• • • Super-Aerated Doughnut Batters Explained to Bakers

HARRISBURG, PA.—The production economies and merchandising opportunities of cake doughnuts made from super-aerated batters were described by Ray Thelen, technical director of the Pillsbury Co.'s bakery mix division, during information meetings at the Pennsylvania Bakers Assn. annual convention.

Mr. Thelen discussed Pillsbury's recent research with "Air Whisk" equipment. In this "whisking" process, batters are mixed under an air pressure of 5 to 22 lb. per sq. in., thus receiving a higher degree of aeration than is obtained through conventional vertical mixing and atmospheric pressure.

"The results of our experimental work have proved to us that cake doughnuts made from batters mixed in this manner are superior in many ways to conventionally made doughnuts," said Mr. Thelen.

He cited the three major advantages as an increase of water absorption by 3%, a 6% increase in the specific volume of the doughnuts, and a 25% reduction in fat absorption.

Savings Cited

Mr. Thelen said his "conservative estimates" indicated that these advantages would add up to a saving of \$2.67 for every 100 lb. of mix. The specific savings would be \$1.50 on fat, 90¢ through increased volume and 27¢ by greater absorption.

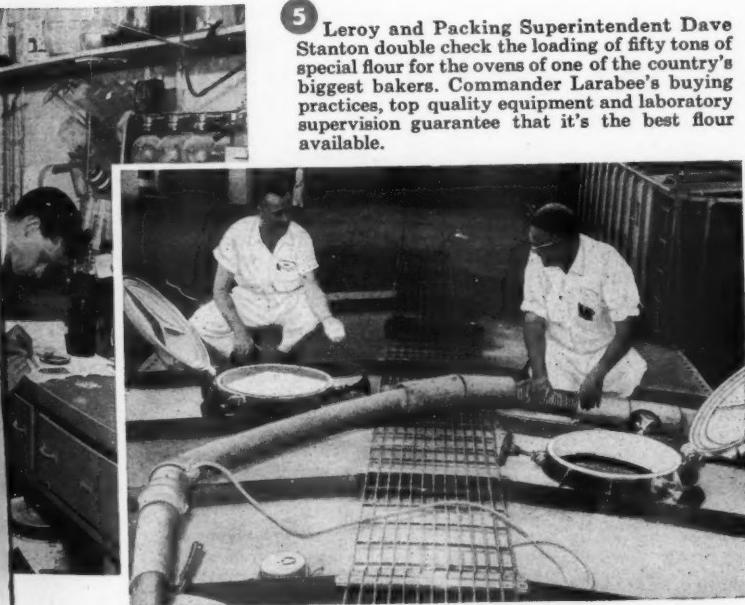
"In addition, the baker will be able to produce a lighter doughnut and offer his customers something different—something with real merchandising value," he stated, pointing out that lower fat absorption makes the doughnut more palatable than usual without sacrificing keeping qualities or sugar retention ability.

Mr. Thelen concluded by saying, "The baker also cuts one step in handling—since the batter is mixed and then pumped through a flexible tube right into the cutter head assembly. His mixing and cutting operation is practically continuous."



2 "With this new aspirator," says Leroy, "the cleaning house can be kept as tidy as the flour mill. Inside the airtight chamber, powerful drafts of air blast through falling streams of premium wheat, removing any specks of dust and chaff. Out come kernels shining like a polished gunstock."

3 Tons of fresh, clear water rinse and condition the vacuum-cleaned grain. Careful settings give exactly the right amount of moisture for different kinds of wheat. "An important plus," remarks Leroy, "is that in this type washer the hulls and crease dirt aren't allowed to mix with grain."



5 Leroy and Packing Superintendent Dave Stanton double check the loading of fifty tons of special flour for the ovens of one of the country's biggest bakers. Commander Larabee's buying practices, top quality equipment and laboratory supervision guarantee that it's the best flour available.



Leroy Olson knows you can judge a hunter only one way, and that's by the bag he shows at the end of a day. He knows, too, that you can rate a machine only on what it will do... and a flour on how well it performs. Yes, in any field, expertise and care pay off. And now, he's off to a weekend of hunting, knowing that his well-cared-for machines are humming smoothly, helping make Commander Larabee better to buy from.

COMMANDER LARABEE

First in Bakery Flours!

A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS



MILWAUKEE BAKERS—Members of the Milwaukee Retail Bakers Assn. recently elected officers and conducted installation ceremonies. At the left are (left to right): Louis Johnson, Red Star Yeast & Products Co., named president of the Wisconsin Flour and Bakers Allied Trades Assn.; C. G. Swanson, who served the Milwaukee territory of General Mills, Inc., and its predecessors 42 years until retirement; and Henry Willbrandt, Willbrandt's Tasty Pastry Bakery, reelected to a second term as head of the Milwaukee bakers group. Mr. Swan-

son and his wife were guests of honor at the meeting. At the right are the Milwaukee association's 1960 officers: Mr. Willbrandt (front left); N. J. Schmidt, Women's Exchange Bakery, corresponding secretary (front right); (back row, left to right) are Otto Ebeling, Ebeling's Bakery, financial secretary; James Grebe, Grebe Bakeries, vice president and Matt Schröder, Schröder Bakery, treasurer. Mr. Schmidt has taken over the secretarial duties after an absence of five years. Prior to that time he was secretary for approximately 20 years.

O'Connell's Irish Oatmeal Bread Being Introduced in Albany Area

ALBANY, N.Y.—A food specialty from the 'Ould Sod'—one with 143 years of history—is being introduced in the Albany area.

O'Connell's Irish Oatmeal Bread, it's called. It's made from a recipe first used in 1817 in the family bakery run by the O'Connells of O'Con-

nell St., Mountmellick, Queen's County, Ireland.

The O'Connells, bakers for generations, hit upon the oatmeal bread recipe, with its flecks of toasted Irish oatmeal, after much trial and error. Everybody in Mountmellick liked the loaf at first taste—and soon it was being delivered throughout the countryside by donkey cart.

Last summer, General Baking Co., makers of Bond Bread, introduced O'Connell's Irish Oatmeal Bread in America, choosing the Boston area as their first market. They selected Boston for two reasons: A fine port for the arrival of the steelcut Irish oats used in the bread; a population generously endowed with persons of Irish descent.

During the summer and fall, the market for the Irish bread was enlarged to include more of New England. As a promotion idea, General Baking Co. distributed loaves of bread to Albany area families named O'Connell—250 of them.

Packaging

O'Connell's Irish Oatmeal Bread is imaginatively packaged—tied in a plastic bag trimmed with shamrocks (green for sure) and with the story of the bread printed in green and yellow.

BREAD IS THE STAFF OF LIFE

Fresno Bakery Plans Expansion Program

FRESNO, CAL.—The Ak-Mak Bakeries, Inc., has announced plans to construct a new plant here with an estimated valuation of \$15 million. The firm currently is producing an Armenian cracker bread made of stone ground whole wheat flour.

The new plant will provide facilities for baking crackers and a variety of other products from stone ground flour. Additionally, the new plant will have a capacity of 20 carloads of bulk flour and a pneumatic transfer system to its storage bins.

Packaging Authority To Address AIB's Seminar on Sales

CHICAGO—The baking industry's delicate food products, with their limited shelf life, call for functional and artistic packaging for quick sales. With this in mind, Albert Kner, director of Container Corporation of America's design laboratory, will present his views on packaging for the baking industry at the American Institute of Baking's sales management seminar this spring.

The packaging expert believes that a firm's packaging policy can determine success or failure in marketing. In the growing competition for shelf space, versatility in design can create sales and novelty appeal, and boost profits. Mr. Kner will discuss, too, such subjects as material convenience, handling strength, product protection and compatibility, planned design, and printing surfaces.

Mr. Kner came to the U.S. from Budapest in 1940, and started with Container Corp. as a designer. From a one-man department, he developed the design laboratory and production art departments for the organization's branches at home and abroad. Seventy per cent of his work has been with food packaging. He has acted as a consultant on package design for some of the baking industry's largest companies.

Other industry leaders and professors from Northwestern and other universities will join AIB staff members on the faculty of the two-week seminar.

General principles of communications, labor relations and personnel problems, as well as the day-to-day practicalities of sales management, will be among the subjects treated in lectures and round table discussions.

Applications for the March 20-April 1 course for sales executives may be obtained from the Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

DIXIE LILY

Plain and Self-Rising

A flour specially milled for the Southern housewife.

BUHLER MILLS, INC.

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- Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

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For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

Quality Millers Since 1879

BUFFALO FLOUR

THE WILLIS NORTON COMPANY
WICHITA, KANSAS

SLOGAN SPECIAL

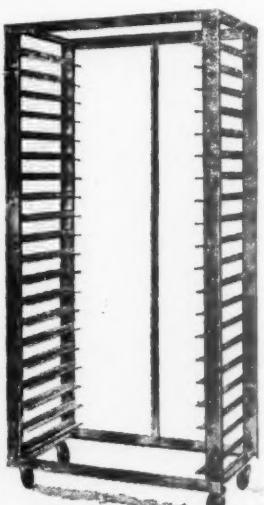
The Quality Baker's Flour

Oklahoma Flour Mills Co.

NEW! LIGHT-WEIGHT ALUMINUM PAN RACK

Now! A pan rack that's ideal for freezers and retard boxes! Made of rust-proof, strong channel type aluminum. Rigid, but light! Easy to keep clean!

- Two models—15 or 20 pan capacity.
- Overall dimensions — 63" x 30" x 19".
- 3" hard rubber grease-proof casters.



Knocked down for low shipping rates. Shipping weight app. 40 lbs. Assemble in 15 minutes.

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Pan Rack Division

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DEALER TERRITORIES OPEN

Bakers—Work Your Existing Plant Layout Into Pneumatic Bulk Handling Installation

LOS ANGELES—A bakery that is weighing the advantages of installing a pneumatic bulk flour handling system should not allow its present set up to throw the planning off balance—chances are the current in-plant system can be saved with a minimum of modification. The in-plant system can even add a "plus factor" to flexibility of the new system contemplated, according to engineers of Baker Perkins, Inc., Saginaw, Mich., who worked closely with a leading bakery in Los Angeles to install a system.

The case in point is Helms Bakeries of Los Angeles. Until recently, the company handled its flour requirements on a semi-automatic basis. It made use of Baker Perkins flour blenders in which sacked flour was cut into the system manually—before being conveyed pneumatically to the daily use bins.

Faced with a critical shortage of space, Helms' problem was how to take advantage of a bulk flour system, yet minimize the loss of three blenders hardly eight years old.

Working closely with Baker Perkins engineers, the company not only was able to salvage the blenders, but also about 50% of the former flour storage area. On top of that, the bakery ended up with a completely automatic bulk flour storage and pneumatic handling system, with an accurate monitoring center between bulk storage and use bins—a system in which flour in bulk is received at the bakery, stored, transferred, sifted and weighed by push-button control, untouched by human hands.

The accompanying sketch shows the new layout at Helms—a layout that recaptured valuable floor space for other uses; that brought about improved sanitary conditions, eliminated sack costs, minimized invisible losses, reduced both handling and "housekeeping" costs.

Costs Drop

During the first six months of operation the new system dropped the bakery's flour handling costs by an

estimated 25¢ cwt. The system is integrated in automatic operations and only one operator is required to control it.

The 12 storage bins (12 ft. sq. by 24 ft. high), making up the bulk flour storage system, occupy only half the square footage formerly needed for sacked flour, yet the capacity for storage is unchanged. Each bin has a capacity of slightly in excess of two bulk truck loads, or 80,000 lb. flour. The bins also are grouped for interconnection should flour recirculating be required later.

The tie-in between the existing system and the new bulk facilities was made with a minimum of modification and expense. The three original flour blenders were simply reworked to make them airtight; then equipped with filter sleeves, pressure relief disks, inspection doors and high and low level indicators.

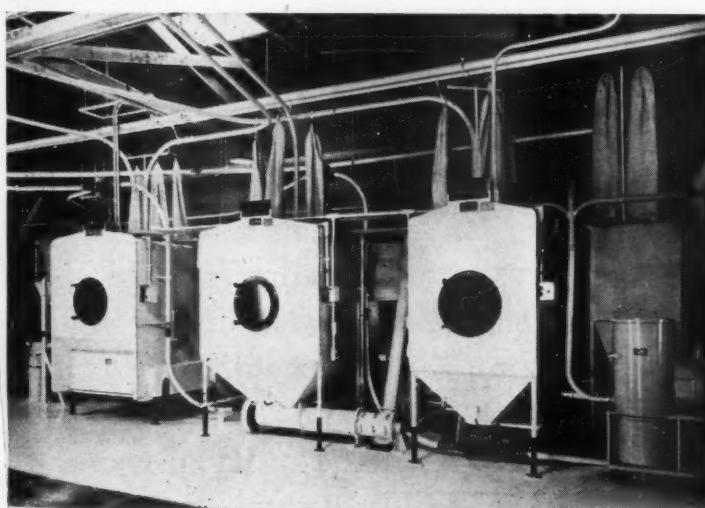
They in turn were connected to the bulk storage bins by two 2-in. transfer lines, each capable of transferring flour at the rate of 200 lb. a minute.

Flow Control

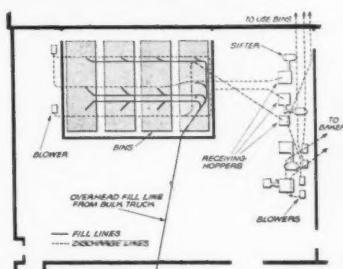
Today, the level indicators of the blenders control the flow of flour from the bulk system. Once set for any one of three types of flours handled by Helms, they draw, and shut off the flour automatically (according to demands of the use bins) by actuating the electrical control panels of the bulk system.

Replenishing the bulk flour bins is as automatic as supplying flour to the daily use bins. When flour is delivered to the bakery via bulk truck, a single hose connection is made to a 4-in. loading manifold. When connections are completed, the operator simply selects the bulk bin to be loaded on the master control panel, depresses the bin loading start button, and the flour is on its way.

An unusual feature of the replenishing operation is that the conveying air from the truck to bin is dissipated by a central exhaust system which does away with the filter sleeves atop of the bins. Thus any flour dust picked up by the central exhaust fan is automatically fed back to the bin being filled.



NEW LOOK—Today, the same three flour blenders with a new look—are used as a control center to monitor flour between Helms' new bulk flour storage bins and the daily use bins. Three men would be needed under the old setup to keep up with the volume of flour processed.



HELM'S LAYOUT — This simplified layout of Helms new Baker Perkins bulk flour and pneumatic handling system shows the manner in which the bins were grouped to free floor space in the foreground. Salvaged blenders or receiving hoppers, at the right, are connected to the bulk bins by 2-in. transfer lines, acting as an accurate monitoring center in supplying flour for daily use.

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

Moore - Lowry Flour Mills, Inc.
Kansas City, Mo.
PRECISION-MILLED FLOURS

Dependable Spring Wheat Flour

CORNER STONE ★ OLD GLORY

CHIEFTAIN ★ GOODHUE

Bulk or Sack Loading

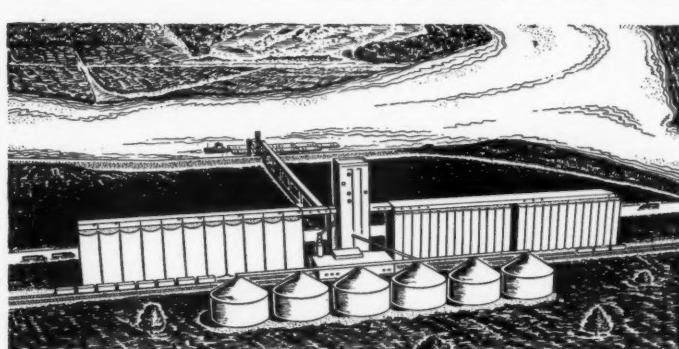
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RED WING, MINNESOTA

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SINCE 1866
LIGONIER, IND.



You give food and friendship with every \$1 package you send to the world's hungry thru the CARE Food Crusade, New York



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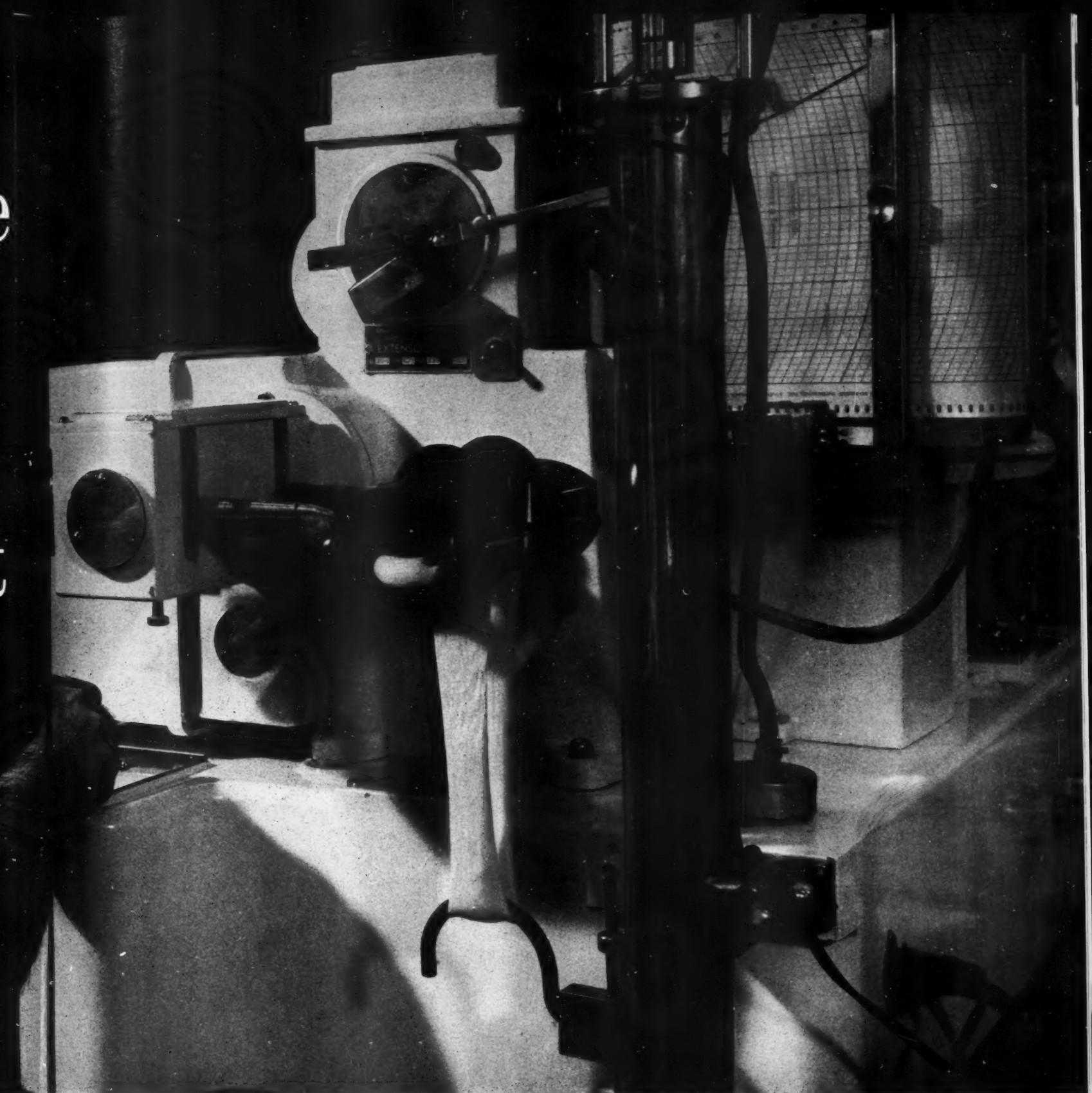
Baltimore 1-1212



Don't be fooled by protein content

Protein content can be a very misleading standard of baking performance. It's been abused to the point where some bakers place protein content above protein quality. But protein quality is essential for baking uniformity. For example, you can take two flours that are exactly alike in

every respect—including protein content. Yet one will make much better bread than the other. Pillsbury scientists have found that the difference is due, not to the quantity of protein, but to the *quality* of the protein. Pillsbury uses many new scientific methods—the results of Pillsbury research



—to evaluate the quality of protein. The resulting flours assure you constant and uniform performance every time. That's one more reason why it pays to bake with the best—Pillsbury.

Pillsbury does it



BEST

Continuous Mixing Benefits in Frozen Pie Production

By WALTER BONAVIA

MOST of you are familiar with continuous automatic mixers as applied to the production of cake batters. These mixers are not new to the cake industry and have been in use for more than 10 years; as a matter of fact, almost every major bakery and many smaller wholesale bakers now employ continuous mixers for the production of layer cakes, angel food, sponge and practically all other varieties.

For those of you who may not be entirely familiar with the term "Continuous automatic mixer," I think it would be worthwhile at this time to provide you with brief explanation. Much technical information has been written on this subject and is available from the manufacturers of this equipment; therefore, I only wish to point out some basic essential facts.

Batch mixers, with which you are all familiar, consist of a bowl, whip or paddle and some mechanical means of powering the whip. The bowl is charged with ingredients and the material is mixed for a given period of time to bring about the desired result. The whip has a job to do and that job is to combine all of the ingredients together and at the same time to incorporate a volume of air taken from the atmosphere. No control is provided with the ex-

EDITOR'S NOTE—Mr. Bonavia is a sales engineer with the E. T. Oakes Corp. of Islip, Long Island, N.Y. His address was presented before the wholesale pie branch session of the last annual meeting of the American Bakers Assn. in Chicago.

ception of the length of time the whip may rotate.

A continuous automatic mixer does exactly the same thing but far more efficiently and with complete control over the mixing and air incorporation process. The result of this efficiency and especially control of the finished product provides many advantages that are available by no other means except the continuous mixer. Some of these advantages are completely uniform product each and every day, week after week, improved shelf life, improved product stability and tolerance, exact control of specific gravity and—more often than not—very substantial savings in direct labor.

Advantages Noted

Other industries were very quick to realize the advantages available by the use of continuous mixers. Today, almost all of the foam rubber

in the world is manufactured by a continuous automatic mixer and every major producer of these foams in the world has batteries of these mixers in use. This is also true of biscuit marshmallow, candy marshmallow, whipped butter and cream cheese, paper coatings, whipped mayonnaise, and many, many other products that require a very intimate dispersion of all the ingredients and the uniform incorporation of large volumes of air or other gases.

With all of this in mind, it would appear that just such a machine would be a "natural" for the production of whipped cream and meringue pie toppings and the new aerated types of pie fillings formulated for use in frozen pies. The pie industry perhaps has never realized a sufficient percentage of profit on its products and the chance to improve a product and at the same time realize substantial savings in labor looms as a very big attraction, and well it should.

Many major manufacturers of frozen pies in the U.S. now employ continuous mixers, and I think it would be enlightening at this time to tell you of the experiences of a large progressive and successful Pennsylvania firm.

This particular firm has for many years operated a continuous mixer in its cake division which is located some miles distant from its frozen pie production facilities. They had very successfully entered the field of frozen cream pies, but could not keep pace with the orders.

To meet a production schedule of approximately 5,300 lb. a shift of

whipped cream topping, and more than twice that of chocolate and other whipped fillings, required a battery of 10 vertical mixers, consuming more than 40 h.p., together with the inherent disadvantages of high maintenance costs, lack of uniformity and the continual vigilance necessary to try and keep such an operation clean.

All of you are certainly aware of how impossible it is to keep products from splashing out over the bowls during mixing, and just how unsanitary and unsightly this can be.

It is also necessary to transfer the finished whipped cream and filling from the bowls to the hoppers of the depositor requiring much hard labor on the part of the shop employees.

To Improve Quality

With all the disadvantages of these vertical mixers, this firm had just one thought in mind—to improve the quality, if possible, through a more uniform product—and to increase production without additional prohibitive capital investment in equipment, space and personnel. Ten years ago such a wish would have been fantasy—a dream at best. Today this is a reality, a fact.

Two medium sized continuous automatic mixers were installed, one for the continuous production of the whipped toppings, the second for the continuous production of the whipped pie fillings. Two of the vertical mixers have been retained to prepare the premix. With no additional personnel, production has been increased by 25%. This alone represents 2,500 "extra" pies a day completely free of the burden of labor cost. Equally important, top quality can now be maintained every day, not just "excellent" one day and "good" the next, but always "the" top quality, with uniform appearance, cell structure and maximum stability.

The mixing area is now always clean and immaculate and certainly does not require continual mopping. Maintenance costs have been cut more than two-thirds, and horsepower

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er 30%. The products are now pumped through a pipe directly to the hopper of the depositor, no longer requiring manual transfer of any bowls or product.

Furthermore, the whipped topping is far more stable even at lesser specific gravities and is more tolerant to temperature and mechanical handling. Evidence of this is the fact that formerly the pies were required to stand at room temperature to allow the whipped cream topping to take a "set" before transfer to the freezers. This is no longer required because the product is now suffi-

ciently stable to permit freezing immediately after depositing.

Versatile Equipment

It is also interesting to learn that during the time the continuous mixers are not in use for frozen pies, they are employed for the production of meringue, various cream fillings and practically everything else in the plant that requires mixing.

The major part of my talk has centered on the experiences of this one firm; this is not to be construed as a testimonial, but rather one typical experience which all pie firms em-

ploying continuous mixers are enjoying.

There are still many of you who do not employ continuous mixing for many reasons. Previously stated, the advantages of improved quality and savings through continuous mixing are available on the same basis to all, and there is no doubt but that these advantages are sound and have been proved time and time again in many different plants.

I think, on the part of many firms, a number of erroneous impressions have been formed in the past based on the early experiences of others

who were not always entirely accurate. To those of you who are smaller manufacturers and do not have large volume production of pies or cakes the word "continuous" implies mountains of product streaming endlessly from a machine, far in excess of what you could ever possibly use; or perhaps you think it is nice, but far more than limited production could be expected to support, or even that a continuous mixer is a machine so specialized that it could only be considered a luxury for one or two items, and because of competition, no one in the pie business can afford luxuries, especially the smaller operators.

If I have accomplished nothing else here, at least I do hope to impress upon you that it is the small manufacturer as well as the large to whom a continuous mixer does not represent a luxury, but rather a necessity. Competition is such that you must produce the best quality product at the lowest possible labor cost to survive successfully.

Continuous mixers have been expressly designed in various sizes to suit the needs and requirements of the small as well as the large manufacturers in the food industry and other industries as well. The throughput of any mixer can be instantly adjusted to supply exactly the amount of product that is desired; it can be started and stopped at any time.

Continuous mixers are not as specialized as you may at first believe, and often many products in a plant beside whipped cream, meringue, etc., can be processed, so that the total production of all products requiring mixing is rather impressive.

Half the Labor

I know of a pie manufacturer in Washington, D.C., for example, who uses a continuous mixer both as a mixer and as a depositor by topping the pies directly from the flexible discharge hose of the mixer. This was formerly done entirely by hand and the result now is a beautifully decorated pie with only half the labor and no mess to clean up afterwards. This particular manufacturer only recently stated that a continuous mixer had saved the firm over \$3,000 during the first six months of operation.

Special formulations for toppings and fillings have been developed specifically for frozen pie products. These formulations have been carefully worked out by the various manufacturers of these frozen pies and have been tailored to suit the requirements of quick freezing, shipping, thawing, etc.

A great deal of work has been accomplished to bring the housewife a top quality frozen pie of excellent appearance and taste. This, of course, is well known and has been said many times; my only purpose in restating it is to point out that no formula change is necessary in most cases to suit a continuous mixer. A continuous mixer only does a far better job of what you are now doing with a batch mixer.

The development of the frozen pie undoubtedly has been of great benefit to the pie manufacturers and to the housewife, as evidenced by national sales figures. It is the sincere desire of this individual to see this development continue to grow, as well as the introduction of new ideas and products on the part of the pie manufacturer.

Continuous mixing, obviously, will be of great benefit to the pie manufacturer in reaching these goals.

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Excellent Tolerance

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GOLD NUGGET

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WHOLE WHEAT

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Scholarships Help Seven to Enroll In AIB Course

CHICAGO—Seven men have been awarded grants to study baking science and technology in Class 77, which entered the American Institute of Baking on Feb. 1. This brings to 84 the number of men who have attended AIB's regular course in this manner since the scholarship program was begun in 1952.

Winner of the first scholarship given by the Louis A. Unger Memorial Foundation for study at the institute, is Merrill Shinaberry, 20, of Geneva, Ohio. George M. Vrotsos, 26, Waltham, Mass., winner of the Sands Memorial Scholarship offered by Sands, Taylor & Wood Co., also chose to attend the institute's regular baking course. Richard L. Novotny, 33, Villa Park, Ill., received the institute's C. B. Morrison Award.

Allied Awards

Grants covering tuition and an allowance toward living expenses also were made available for Class 77 by DCA Food Industries, Inc., the Ekco Foundation, Joe Lowe Corp., and Standard Brands, Inc. Recipients of these awards are: Harold D. Patterson, 18, Newton, Iowa; William D. Peirson, 21, Fanwood, N.J.; David H. Podradchik, 21, Medford, Mass., and Willie C. Taylor, 29, Mobile, Ala.

Allied companies of the baking industry supply the funds made available for the institute's scholarship program. The grants are given with the stipulation that they be used to assist capable young men in entering the baking industry. Those with superior educational records are encouraged to apply for these scholarships.

The institute welcomes scholarship inquiries and applications. Grants for study in Class 78 (Aug. 1-Dec. 16, 1960) will be made in June. Information may be obtained from the Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

BREAD IS THE STAFF OF LIFE

Production Club Has Panel Discussion

CHICAGO—The Chicago Bakery Production Club conducted a panel session on bread, cakes and pies at its January meeting. Ben Noron of the American Institute of Baking, spoke on bread; Orville Pickens, Kitchens of Sara Lee, Inc., spoke on cake, and Jesse McGhee of Wagner Baking Co., was the authority on pies.

Many questions were answered by the panel experts. Because of the interest shown, this meeting lasted longer than usual. The greatest interest appeared to pertain to extending shelf life of Danish baked foods, freezing of cakes, whipped cream pie toppings and crispness of hearth bread goods.

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DEGERMINATED CORN PRODUCTS
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Pittsburgh Bakers Elect New Chairman

PITTSBURGH, PA.—The Bakers Courtesy Club of Pittsburgh at a recent luncheon at Joyce McClellan's Kenmaur Dining Room here, heard Russell Dunkleberger, Bergman Bakery, Millvale, president of the Pennsylvania Bakers Assn., outline the January Harrisburg convention at which many matters vital to the baking industry were discussed. James F. Sherry, Russell-Miller Milling Co., club president,

presided.

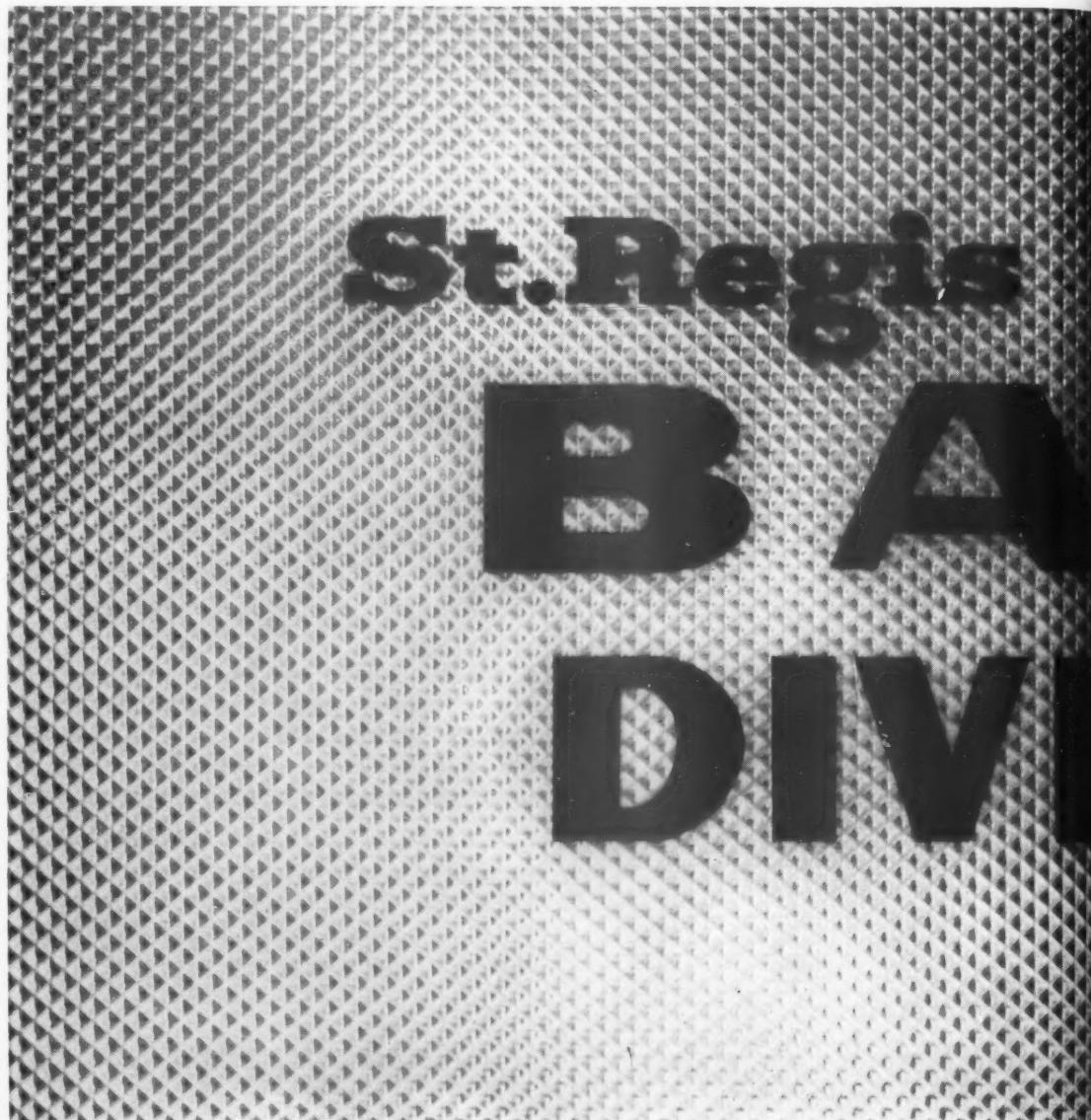
Chairmen for the year were announced: Paul S. Eberly, Brolite Co., Inc., is chairman for the bakers' annual clinic; William L. Giltenboth, Pittsburgh Flour Co., membership; William A. Ellenberger, Wilson & Co., bylaws; John P. Byrnes, Byrnes & Kiefer Co., golf; Carlton B. Jewett, Jr., C. B. Jewett Co., roster; Edward L. Smeadie, Chicago Metallic Mfg. Co., nominating; Roy D. Albert, Armour & Co., liaison; Davis M. Toler, Minerva Wax Co., attendance; Fred W. Lang, International

Milling Co., publicity; F. B. Coffman, the Panipius Co., entertainment; Jack R. Nicholas, Maryland Flour Mill, convention, and Donald Adams, Read Standard Division of Capitol Products Corp., sickness and welfare committee.

BREAD IS THE STAFF OF LIFE

BAKERY PIONEER DIES

VANCOUVER — Jeffrey Munro Oben, 65, died recently. A member of a pioneer bakery family, Mr. Oben operated a shop in Vancouver until 1949. Five of his seven brothers were also bakers. They had learned their trade with their father.



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It was made possible by consolidating St. Regis'

Bakers' Resourcefulness Booms Sales; 'Krazy-Dayz' Promotion Effective

OGDEN, UTAH—Resourcefulness is paying big dividends in the way of increased sales at the local Albertson's Food Center Bakery, according to Robert L. Workman, manager.

When the freak windstorm struck Ogden and knocked out the power and made the city a disaster area with damage at over \$2 million, the bakery manager, George Dennis, came out with flashlights and Cole-

man lanterns. The gas ovens still worked when operated manually. Also, the gas flame worked the doughnut cooker.

Mr. Workman and Mr. Dennis, together with bakers Lee Hadley, Albert Martinez and others, turned out more than 300 loaves of bread, 200 dozen cake doughnuts, 75 dozen raised doughnuts and 75 dozen sweet rolls.

Their resourcefulness supplied the regular Albertson's Food Center trade, and also kept up with the rush of shoppers who did not have electric power and could not be quite so resourceful.

"It built considerable good will and favorable comment," Mr. Workman said.

Another example of resourcefulness was the recent "Krazy-Dayz" feature, worked out by Mr. Workman and bakery employees and others in the store.

"We originated the idea of 'Krazy-Dayz' to provide the added plus

needed to attract shoppers to the bakery and the store itself," said Mr. Workman.

Prizes Offered

"To get our employees in the mood, we offered prizes for the best 'Krazy-Dayz' costumes. The contest stimulated 'Krazy-Dayz' promotion and sales as well. Business in the bakery department spurted, with customers passing along word about the 'Krazy-Dayz' outfits worn in our store, and shoppers came to see how we looked.

"We were dolled up like vampires, pirates, sheiks, cowboys and workers. When customers were drawn into the store to see the costumes, they saw bargains featured in various parts of the bakery and the store itself, and they made purchases.

"Being resourceful paid off considerably in the way of increased sales. Bakery business was stimulated by our resourcefulness, and our reputation is continuing to attract business," he stated.

—BREAD IS THE STAFF OF LIFE—

Production Men Hear Talks on Equipment

NEW YORK—Glenn R. Grissinger, Read Standard Division of Capitol Products Corp., and Tyler R. Stevens, American Machine & Foundry Co., were speakers before the January meeting of the Metropolitan Bakery Production Club, Inc.

Mr. Grissinger, with the aid of charts, presented a talk on automatic bakery equipment and the improvements that have occurred in this field during the past decade. Mr. Stevens spoke, also with charts, on continuous mixing of both bread and cake. He spent some time discussing the German and Russian types of continuous mixing and their American counterparts.

Mr. Stevens went into some detail, also, on present types of bakery equipment, especially for slicing, wrapping and packaging. He made comparisons of equipment currently in use with equipment at the beginning of 1950. The meeting was followed by a question and answer period and announcement that speakers for February would be Willis Steinitz, vice president and technical director of American Food Laboratories, Inc., and William Rescorl, sales manager, Knickerbocker Mills Co., New York.

The program was arranged by Glenn Strachen around the theme "What's New in Equipment that Contributes to Quality Baked Foods?" John Mollenhauer, president, presided.

—BREAD IS THE STAFF OF LIFE—

RAYMOND KNAPP DIES

BUFFALO—Raymond Knapp, 65, who operated a local bakery equipment repair and service business died at his home here recently. In 1929 he and a cousin, Robert Demka, established Demka & Knapp, a bakery-service business which was dissolved in 1944 and Mr. Knapp opened his own shop.

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and produces the most complete line of packaging machinery in this field: more than 50 different models.

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February

Feb. 5-7—Bakers Association of the Carolinas, annual stag outing; The Carolina, Pinehurst, N.C.; sec., Mary Stanley, Box 175, Rockingham, N.C.

Feb. 7-9—Tri-States Bakers Assn., annual convention, Monteleone Hotel, New Orleans, La.; sec., Sidney Bauer, Jr., 624 Gravier St., New Orleans, La.

Feb. 28—Indiana Bakers Assn., annual convention and exhibition; Marrott Hotel, Indianapolis, Ind.; sec., Fred A. Doll, 2236 E. Michigan St., Indianapolis 1, Ind.

March

March 6—Bakery Equipment Manufacturers Assn., winter meeting; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

March 7-10—American Society of Bakery Engineers; annual meeting; Edgewater Hotel, Chicago, Ill.; sec., Victor E. Marx, Rm. 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

Mar. 21—Kansas Bakers' Assn., annual spring meeting; Allis Hotel, Wichita, Kansas; sec., Warren Burke, 3232 Roanoke Road, Kansas City 11, Mo.

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RYE

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CALENDAR FOR 1960-61

FEBRUARY					MARCH					APRIL					MAY				
S	M	T	W	T	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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JUNE					JULY					AUGUST					SEPTEMBER				
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OCTOBER					NOVEMBER					DECEMBER					JANUARY				
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conference; Queen Elizabeth Hotel, Montreal, Quebec, Canada; sec., R. H. Ackert, 191 Eglington Ave., E. Toronto, Canada.

May 2-3—Minnesota Bakers Association, annual convention; Lowry Hotel, St. Paul, Minnesota; sec., J. M. Long, 623 14th Avenue, S.E., Minneapolis 14, Minnesota.

May 9-10—Iowa Bakers Assn.; annual convention; Fort Des Moines Hotel, Des Moines, Iowa; sec., Earl F. Weaver, 6416 Colby Ave., Des Moines, Iowa.

May 9-11—Biscuit & Cracker Manufacturers' Assn. and the Biscuit Bakers Institute, Inc., 1960 joint meeting, The Plaza, New York; sec., B&CMA, Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 20-22—National Association of Flour Distributors, Waldorf-Astoria Hotel, New York; sec., Philip W. Orth, Jr., 403 E. Florida St., Milwaukee 4, Wis.

May 22-25—Associated Retail Bakers of America, annual convention and exhibition, Municipal Auditorium and Hotel Schroeder, Milwaukee, Wis.; exec. sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 18, Ill.

June

June 4-6—Pennsylvania Bakers Assn., mid-year convention; Galen Hall Hotel, Wernersville, Pa.; sec., Theo Staab, 600 N. 3rd Street, Harrisburg, Pa.

June 23-25—Bakery Equipment Manufacturers Assn., annual meeting, Key Biscayne Hotel, Key Biscayne, Miami, Fla.; sec., Raymond J. Walter, 511 Fifth Ave., New York, N.Y.

June 26-28—New Hampshire-Vermont Bakers Assn., annual convention; Wentworth Hall, Jackson, N.H.; sec., Cal Gaebel, General Mills, Inc., 214 Harvard Ave., Boston 34, Mass.

July

July 24-27—West Virginia Bakers Assn.; 1960 convention; Greenbrier Hotel, White Sulphur Springs, W.Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W.Va.

September

Sept. 11-13—Southern Bakers Assn., annual production conference; Dinkler Plaza Hotel, Atlanta, Ga.; sec., Benson L. Skelton, Henry Grady Bldg., 26 Cain Street, N.W., Atlanta 3, Ga.

Sept. 17-20—New Jersey Bakers Board of Trade, Inc., annual convention and exhibition; The Berkeley Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, 48 Claremont Ave., New Brunswick, N.J.

Sept. 18-21—Missouri Bakers Association, fall outing and meeting; Arrowhead Lodge, Lake Ozark, Missouri; sec., George H. Buford, 2214 Central Avenue, Kansas City 2, Kansas.

October

Oct. 7-12—American Bakers Assn. & Bakery Equipment Mfrs. Assn., bakery equipment exposition; Convention Hall, Atlantic City, New Jersey; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago, Illinois.

Oct. 15-19—American Bakers Assn., annual meeting and convention; Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 16—Bakery Equipment Manufacturers Assn., fall meeting; Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

BREAD IS THE STAFF OF LIFE

FDA Discussed by Production Club

MILWAUKEE—The structure of the U.S. Food and Drug Administration, some of its procedures, adulterated foods and food additives were among topics covered at the January meeting of the Wisconsin Bakers Production Club. Also covered were discussions on the problem of too much bread volume and the use of mineral oil on bread dividers, and new FDA rulings now pending.

Announcement was made that Dr. George Jackson, president, Top Scor Products, Inc., is scheduled to talk at an early meeting on the basic components involved in the composition of emulsifiers.

Host for the meeting was Ken Roberts, Wil Kil Laboratories, Milwaukee.

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ASBE Announces Session Chairmen; Opening Program of Annual Meeting

CHICAGO—Irwin O. Rohrbach, Standard Brands, Inc., New York, program chairman for the 36th annual meeting of the American Society of Bakery Engineers, has announced names of session chairmen and released the program for the opening session of the meeting scheduled for March 7-10 at the Edgewater Beach Hotel. Mr. Rohrbach is being aided by James M. Doty, Doty Laboratories, North Kansas City, first assistant, and Harry D. Gardner, Union Steel Products Co., Albion, Mich., second assistant.

The opening session will be called to order by Andreas F. Reising, Sunrise Bakery, Inc., New Orleans, past president. Following the American and Canadian national anthems with William E. Maier, Maier's Bakery, Reading, Pa., music chairman, and his assistant, John Wardlaw, the Borden Co., Toronto, as leaders, Mr. Reising will introduce the officers of the society.

Following the invocation by Gordon H. Darnell, Gordon H. Darnell Brokerage Co., Van Nuys, Cal., past president, the current president, H. Alvin Meyer, Rainbo Baking Co., Lexington, Ky., will review society activities during his term, and Victor E. Marx, Chicago, secretary-treasurer, will report on society business.

The annual business meeting will

be held during the opening session. There will be a vote on a change in bylaws to more clearly define the society policy on non-commercialism. Members of the society who have achieved 25 years continuous membership will be recognized at this time, as well as a group of members who have achieved the 35-year membership status. The annual election of officers will take place. Presentations will be made following the election of officers.

The Associated Retail Bakers of America will be represented by its president, L. Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich.

Louis E. Caster, Rockford Colonial Baking Co., Rockford, Ill., chairman of the board, American Bakers Assn., will deliver a message from his organization.

Dr. Amiya Chakravarty, professor of comparative oriental religions and literature, Boston University, Boston, Mass., will deliver the inspirational address. Dr. Chakravarty is a scholar with a wide reputation as a humanist. He was an intimate friend of the late Mahatma Ghandi and has acted in an advisory capacity to the United Nations Indian delegation and is a close friend of Pandit Nehru, the present leader of India. Those who have heard him state that he speaks from the heart as well as the mind to inspire all.

The alumni of Dunwoody Institute will hold a Monday noon luncheon meeting at which A. J. Vander Voort, baking school head, will preside.

The opening session, Monday morning, will be in charge of ASBE officers, with Mr. Meyer presiding.

On Monday afternoon the session chairman will be Walter L. Hood, Dainty Maid Bakery, Kinston, N.C.

Tuesday morning, March 8, the session chairman will be Zenas Block, DCA Food Industries, Inc., New York City.

The session chairman on Tuesday afternoon will be Lloyd L. Fisher, Crown Zellerbach Corp., Western Waxide Division, San Leandro, Calif.

Thomas F. Keegan, Arnold Bakers, Inc., Port Chester, N.Y., will be in charge of the session Wednesday morning, March 9.

On Wednesday afternoon, Frank R. Schwain, Procter & Gamble Co., Cincinnati, Ohio, will serve as session chairman.

The "bull session" at 8 p.m. Wednesday evening will have as its chairman Don F. Copell, W. E. Long Co., Northbrook, Ill.

For Thursday morning, March 10, the session chairman will be George S. Roberts, Anderson, Clayton & Co., Foods Division, Dallas, Texas.

Final Session

The final session Thursday afternoon will be presided over by Howard B. Tolley, National Biscuit Co., Montclair, N.J.

Three traditional special events will take place during the four-day meeting.

On Monday evening there will be the engineers' dinner under the chairmanship of James R. McLaughlin, J. R. McLaughlin Co., Northfield, Ill., in the Polynesian Room of the hotel. There will be a show and dancing.

Tuesday afternoon, at the conclusion of the session and continuing into the evening, will be the baked foods display. Chairman William L. Grewe, Burgess Flour Co., Chicago, and his co-chairman, Henri H. Dutz,

Chicago, promise a display of all types of baked foods from all sections of the country and some from other countries.

Wednesday morning will feature Fred L. Cobb, Green Bay, Wis. and the "early bird breakfast."

—BREAD IS THE STAFF OF LIFE—

Chemist Discovers Warm Milk Secret For Bread Making

ST. PAUL—Many a housewife knows heated milk makes a better loaf of bread, but recent University of Minnesota research shows why.

The reason is that heating overcomes the effect of a certain protein that would have caused trouble otherwise.

That certain protein was recently discovered by agricultural biochemist Robert Jenness. It's called "component 5" and it's one of the whey proteins of milk. There are two kinds of protein in milk—whey protein and casein.

Studies that led to identifying component 5 go back to an old problem in bread-making. Housewives and bakers learned years ago that unheated milk would result in soft and slack dough, and a small loaf.

Minnesota biochemists and dairy industry researchers later found that heating would eliminate the depressed loaf problem. For example, the milk could be heated to 165° for 30 minutes, or 250° for 30 seconds.

The scientists also worked out tests for determining whether a specific lot of nonfat dry milk is of satisfactory baking quality.

This solved the immediate problem, but Mr. Jenness and other researchers still wanted to know what caused the trouble in the first place.

They separated out the five most prominent whey proteins and studied them in baking experiments. None affected loaf volume.

Then they found a sixth protein—one not known of before. They found that five parts of this protein in 10,000 parts of high protein flour would reduce loaf volume by as much as 15%. This, then, was the culprit. Mr. Jenness named the protein "whey component 5" and is now attempting to purify it and find out just what it does chemically in the bread dough.

—BREAD IS THE STAFF OF LIFE—

New Equipment

MINNEAPOLIS—The Dunwoody Baking School of the William Hood Dunwoody Industrial Institute, Minneapolis, has replaced its bread make-up equipment with a new divider, a rounder, overhead proofer and cross-grain moulder. New installations are in the bread and roll shop.

In the experimental bread shop a new oven was installed, replacing the old one.

The baking school has one 24-bun pan oven, three 18-bun pan ovens, one 12-bun pan oven and one 8-bun pan oven.

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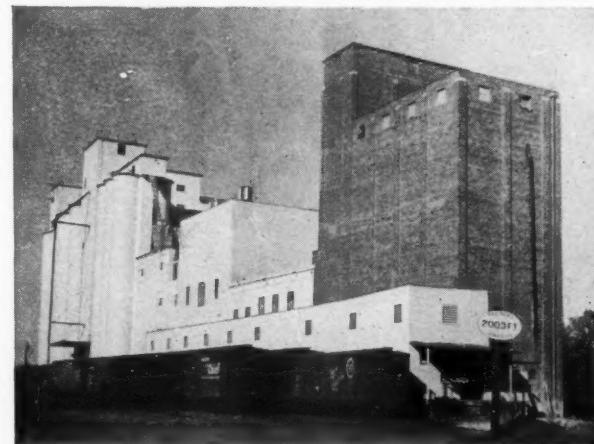
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Workshop Sessions, Baked Foods Contest Highlight Ohio Bakers Convention

TOLEDO, OHIO—Workshop sessions on subjects ranging from trends in home service to customer relations and a gold cup baked goods contest highlighted the 54th Annual Ohio Bakers Assn. convention here in January.

Bakeries from eight Ohio communities and one Southern Michigan city were prize-winners in the state-wide

baked foods competition.

Nearly 3,000 persons viewed the competing displays of bread, rolls, cake, party items, fried foods, cookies, pies and desserts during a four-hour public exhibition.

First place winners in the competition were Brown's Bakery, Inc., Defiance (white bread); Menke Bakery, Toledo (variety bread, special

baked dessert); Cully's Pastries, Toledo (bread type rolls); Balduf Bakeries, Inc., Toledo (white cake, individual party items, cookies and the most appealing display); Owens Bake Shoppe, Dayton (chocolate cake, decorated cake); Schauss-Daso Bakeries, Toledo (yellow cake, artistic decorated cake, wedding cake); the Erie-Thomas Pie Co., Toledo (specialty cake, fruit pies, cream pies); Mello Cream Bakery, Toledo (individual sweet rolls, individual Danish rolls, fried foods, coffee cake, specialty

pies) and Meredith Pastries, Toledo (cheesecake).

Winners of second and third places and honorable mentions included Walton Baking Co., Goodman Bakeries, Inc., Jersey Bread Co., Grace E. Smith Co., Frisch's Big Boy, Eastwood Bakery, Supreme Home Bakery and Schwarz's Bakery, all of Toledo; Main Bakery, Norwood; Riley's Bakery, Newark; Mrs. Piat's Bakery, Perrysburg; Lynn's Pastry Shop, Bowling Green; Robert Kuchnicki, Cleveland; Sandusky Baking Co., and Liparoto's Bakery, Monroe, Mich.

Judges included a panel of nutritionists, food service and restaurant supervisors, home economists and homemakers, headed by Marguerite Robinson, field nutritionist with the American Institute of Baking, Chicago.

400 Discuss Subjects

The more than 400 delegates discussed coordination of bakery shop procedures and sales; state regulations and standards; labeling of bakery products; merchandising, sales techniques, distribution and advertising; employee and customer relations; pie and dessert items, and home service.

Principal speaker at the convention was Robert H. Terhune, Ohio director of agriculture, who challenged bakers to turn out high quality baked goods.

Other speakers included Henry Weiss, president of Schauss-Daso Bakeries, Toledo, and head of the Northwestern Ohio Bakers Assn.; Raleigh Yaeck, vice president, Jersey Bread Co., Toledo and president of the OBA; James Baldwin, public relations director of National Laboratories, Inc., Toledo; Marian Gray, associate professor of home economics, University of Toledo; J. Maynard Dickerson, chairman of Ohio's Industrial Commission; S. W. Ahlmann, supervisor of the Bakery, Beverage & Drug Section, Ohio Department of Agriculture, and Miss Robinson.

Officers of the OBA are J. M. Schneider, Cleveland, chairman of the board; Mr. Yaeck, president; Donald Webb, Jr., Cleveland, and Earl Weisbrod, Dayton, vice presidents; Morgan B. Pennington, Cincinnati, treasurer, and Clark L. Coffman, Columbus, executive secretary. Convention chairman was Mr. Weiss.

BREAD IS THE STAFF OF LIFE

Continental Changes Sales Supervisor

RYE, N.Y.—Appointment of Kenneth D. Covington, formerly sales manager of the Continental Baking Co.'s San Francisco bakery, to the position of regional bread sales supervisor for the company's North Pacific region was announced by James W. Hooks, regional manager. Offices for the region, covering Northern California, Oregon, Washington, Idaho, Nevada, Utah and Montana are in Redwood City, Cal.

Lyle P. Worthington, formerly sales manager at Continental's Ogden bakery, has been appointed assistant manager of the company's bakery in Salt Lake City.

BREAD IS THE STAFF OF LIFE

UNDERGOES SURGERY

ATLANTA, GA.—W. H. Kelley, Holsum Baking Co., Inc., member of the board of governors of the Southern Bakers Assn. and one of the original trustees of SBA University Fund, Inc., recently underwent lung surgery. Released from the hospital, Mr. Kelley has been spending a limited amount of time at his office.

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This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4426—Portable Steel Dolly

A low cost, portable steel dolly designed specifically to move supply or refuse cans up to 18 or 20 in. in diameter is being offered by the Colson Corp. The dolly, called "Colson's Can Carry-All," accommodates

seconds and ready to roll. The cross members of the dolly are made of $\frac{1}{2}$ in. by 3-in. rust resistant cadmium plated hard rolled steel. Over-all dolly height is $3\frac{1}{4}$ in. Available with 3 in. wheels, the dolly's weight capacity is 300 lb. Check No. 4426 and mail for more details.



cans of 10 to 50 gallon capacities. Constructed of rugged, flat steel cross supports and Colson plate casters, the dolly can be used effectively in institutional and restaurant kitchens, as well as maintenance and supply rooms. Assuring quick and easy movement of often cumbersome material, the dolly can be set up in

No. 4428—Drum Filling Covers

Dangerous and costly spillage can now be avoided, it is claimed, with the advent of a new polyethylene drum filling cover manufactured by the Delaware Barrel and Drum Co., Inc. The need for a plastic drum filling cover that would collect and hold the overflow due to fill line breakdowns, leaky valves and careless operators caused the company to enter into experimentation and research that has now resulted in a unit that will save packaging dollars. This lightweight corrosion proof cover—available in 15, 30 and 55 gal. sizes—will fit all standard fill lines on steel, fiber and polyethylene drums. This unit, which was designed

Send me information on the items marked:

- No. 4413—Bulletin
- No. 4416—Viscosimeter
- No. 4426—Dolly
- No. 4427—Trays
- No. 4428—Covers
- No. 4429—Promotions
- No. 4430—Slide Rule
- No. 4431—Wire Racks
- No. 4432—Loader

- No. 4433—Coding
- No. 4434—Glassine
- No. 4435—Tape
- No. 4436—Packaging
- No. 4437—Pneumatic
- No. 4438—Syrup System
- No. 4439—Scoops
- No. 4440—Cellophane
- No. 4441—Applicator

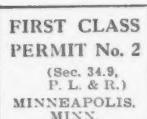
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as an aid in eliminating corrosion to protect shipping drums and to help in preventing accidents from chemicals, is molded of unbreakable, translucent natural polyethylene with built-in handles and molded pouring lip. Other advantages of Delaware's new drum filling cover are its resistance to chemicals and its expandable fill pipe opening. Check No. 4428 on the coupon, clip and mail for details.

No. 4427—Trays For Display

A new line of display trays, especially designed for the attractive display of cookies, pastries, confections, and other baked foods, has been introduced by Allied Metal Spinning Corp. The units feature



heavy gauge embossed pebble grain corrosion resistant aluminum and smooth, die-stamped edges and corners. They are available in either bright, natural or anodized gold aluminum and are manufactured in 9 sizes. Check No. 4427 on the coupon, clip and mail for details.

No. 4429—Bakery Promotion Materials

To help sell more bread, the Waxed Paper Merchandising Council, Inc., is offering limited quantities of newspaper mats and tie-in, full-color point of purchase materials for use as shelf aprons, hangers, wall, column, gondola, window or door signs. These materials are designed to catch the shopper's eye and remind or tempt her to purchase her family's favorite breads by use of the effective slogan, "It isn't a meal without bread," with the appealing pictorial of a family enjoying it as an important part of their meal. Space is provided on the newspaper mats to insert the owner's loaf, brand name or message. Both the mats and the in-store merchandising tell the consumer that the baker has wrapped his bread in waxed paper to protect its minutes-from-the-oven freshness and flavor. For details check No. 4429 on the coupon, clip and mail to this publication.

No. 4430—Handy Slide Rule

General Industrial Co. has started production of a handy circular pocket-size slide rule for plant and office executives who must perform simple calculations. Operation of the rule is simple and the results are accurate. To multiply, divide and find proportions are easy and exceptionally fast with this convenient circular rule. Complete easy-to-follow instructions are included with each slide rule. For details check No. 4430 on the coupon, clip and mail to this publication.

No. 4431—Wire Rack for Pies

Delicate toppings of pies are completely protected by the welded wire construction and design of United

Pie racks, it is claimed. Cooling is aided by the open wire features of this rack manufactured by the United Steel and Wire Co. It is designed to serve the baker as a display unit, in delivery, and handling in the bakery plant itself. Racks will interlock for firm, safe stacking. United's "Duraseal" finish gives the racks a long-lasting, attractive appearance. Sizes are available for both 8 and 10 in. pies. Check No. 4431 on the coupon, clip and mail for details.

No. 4432—Loader For Bread

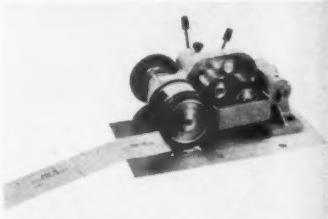
A new stainless steel bread loader for easier packaging in polyethylene bags is announced by Plas-Ties Co. The trough-like bread loader is easily attached to a packaging table and is self-cleaning so that crumbs fall away from the bread loader automatically. In operation, the loaf of bread is placed in the bread loader after which a polyethylene bag may be easily slipped over the bread and the loader. The bread is pushed up into the bottom of the bag and the bag and the loaf are then removed from the bread loader and the bag is ready to be closed. For details check No. 4432 on the coupon, clip and mail to this publication.

No. 4437—Pneumatic Handling Information

Sprout, Waldron & Co., Inc., has made available copies of a detailed technical article demonstrating how pneumatic handling may be practical and profitable even in small bakery installations. Schematic diagrams of transfer systems from car to storage, from storage to use bins, in plant, and from bulk truck to plant bins are included. The article provides statistics on savings and includes a checklist for planning a flour handling system. For copies of this article check No. 4437 on the coupon, clip and mail to this publication.

No. 4433—Coding, Printing Attachment

A new printing and coding attachment, suitable for bakeries, has been developed by Bell-Mar's Corp. for multi-purpose use on production line machinery. The model, No. 1240, is designed to imprint product descriptions, price information, or virtually any other message or code. It is claimed that the new unit requires minimum maintenance, that it



is easily attached to any production unit, and that it may be fitted with a variety of type faces. When used with special non-smudge inks developed by Bell-Mar's, the Model 1240 will imprint in color cellophane, polyethylene, glassine, or other surfaces which are normally hard to print. The attachment will be displayed at the American Management Assn.'s national packaging show in Atlantic City April 4-7. For more details check No. 4433 on the coupon, clip and mail to this publication.

No. 4439—Scoops For Food Products

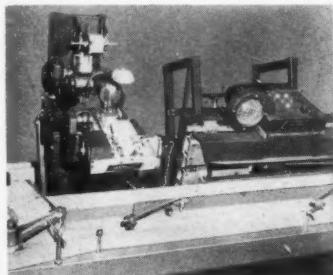
For easy handling of foods, bulky or granular materials, Lustro-Ware's new three-piece scoop set provides just the right size for every need, it is claimed. High sides for maximum volume, tapered spout for easy pouring without spilling, and strong han-



dle for sure grip are features of all three sizes. Molded in one piece of durable, colorful polystyrene, Lustro-Ware scoops are known to give long-lasting service without rust or corrosion. They are easy to clean and may be washed in the hottest faucet water, says the manufacturer. For details check No. 4439 on the coupon, clip and mail.

No. 4441—Label Applicator for Bags

A new "Amscomatic" 300 label applicator, an automatic device for packaging line attachment of labels to products bagged in polyethylene, is available from Amsco Packaging Machinery, Inc. The "Amscomatic 300" is part of the firm's "Amscomatic" packaging method, a completely automatic conveyorized system of product packaging in fine-



line, edge-sealed poly bags. Although designed primarily for use on the "Amscomatic" packaging line, the label applicator can be added to practically any other conveyorized packaging line. The system's high speed production of attractive, tight-to-product poly packages has been adopted, says the manufacturer, in a number of applications, including packaging of baked foods. The label applicator will be shown at the American Management Assn.'s packaging show in Atlantic City April 4-7. For more information check No. 4441 on the coupon and mail to this publication.

No. 4438—Portable Syrup Handling

A portable corn-syrup handling system given the trade name "Staport," has been developed by the A. E. Staley Manufacturing Co., and the first units are being installed early this year. The unit is pre-fabricated to provide a syrup user with a bulk handling system that can be assembled easily and quickly right at the location where it is needed.

It is mounted on steel skids, simplifying installation and relocation. Staley engineers explain that the portable unit is designed for plants where storage space is a major problem. It may be located outdoors or, if desirable, to install the unit indoors above other equipment, steel legs may be attached. The "Staport" tank interior is sandblasted and lined and relined with a sanitary coating to give a durable, lasting finish. The tanks are available in three sizes, 2,500, 3,000 and 4,000 gallons. Staley engineers outlined many advantages of the "Staport," pointing out the

features of sanitation, flexibility, compactness and easy maintenance. Check No. 4438 on the coupon, clip and mail.

No. 4434—Products In Glassine

Glassine envelopes are now being used to wrap long, thin Italian bread sticks, according to the Glassine & Greaseproof Manufacturers Assn. The breadsticks are packaged five to an envelope which is colorfully printed in flexography. The packages are said to be attractive and protective. For

institutional purposes, the breadsticks are available in cases of 576 envelopes. For details check No. 4434 on the coupon, clip and mail to this publication.

No. 4435—Tape For Packaging

No. 423 Teflon film tape, a two mil teflon film with a pressure sensitive adhesive usable for holding and insulating in such fields as packaging, on heat-sealing machinery, conveyor belts and chutes, is available from Permacel. The tape is said to have

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anti-stick and self-lubricating properties as well as being corrosion resistant for a variety of uses. Also, Permacel 423 is said to be readily printable with ordinary printing inks. For details check No. 4435 on the coupon, clip and mail to this publication.

No. 4436—Machine For Packaging

A new polyethylene packaging machine has just been announced by the Seal A Round Corp. According to Alan H. Mayer, president, it is the first practical unit specifically designed to combat the shortcomings of existing machines and introduces many new operating features and advancements for improving packaging quality and reducing cost of labor and materials. The new Seal A Round produces a plastic package and seals it on four sides (or three sides only) with one operation—at a cost of as little as $\frac{1}{4}$ ¢ a package. For more information check No. 4436 on the coupon, clip and mail.

No. 4440—New Packaging Concepts

The film division of American Viscose Corp. has developed six new packaging concepts making use of cellophane. The new uses are for bundling, multi-packs, portion-packs, fractional packs, showcase packaging and variety packs. American Viscose plans to show the new uses for cellophane in a display at the American Management Assn.'s national packaging exposition in Atlantic City April 4-7. For details check No. 4440 on the coupon, clip and mail to this publication.

No. 4413—Bulletin On Sonic Techniques

New, illustrated six-page Sonic Bulletin 259 describes techniques and applications possible with ultrasonic homogenizers produced by Sonic Engineering Corp. It also describes new machines, one with high output and the other for abrasive dispersions. Subjects treated in the bulletin include: Energy control, hot-cold tech-

niques, defibering, chemical reactions, cleaning of powders, aeration, mixing, dispersions and emulsifications, all by ultrasonics. Various sketches illustrate single pass operations for pre-mixed ingredients, as well as more complex semi-automatic and fully automatic production. Check No. 4413 on the coupon, clip and mail to this publication for details.

No. 4416—Linear Viscosimeter

Determining the viscosity and flow characteristics of a wide variety of materials, both Newtonian and non-Newtonian, is now easily possible, according to C. W. Brabender Instruments, Inc., which has introduced a new, fully recording, completely linear viscosimeter called the "Visco-Corder." This is a companion to C. W. Brabender's Visco/amyo/Graph. Available with 15 paddle designs, the "Visco-Corder" measures viscosity of practically all fluids such as gels, starches, chocolate, oils and milk. Changes in viscosity are automatically recorded, providing useful information from the plotted curves. Conversion from Brabender units already in use to other viscosity units may be readily made, since the new instrument is completely linear. Other features of the C. W. Brabender "Visco-Corder" include a stepless variable speed drive (20 to 200 rpm), disposable paddles and sample containers and interchangeable tension spring cartridges from 125 to 2,000 emgms. Copies of published applications and descriptive literature may be obtained by checking No. 4416 on the coupon and mailing it to this publication.

Also Available

No. 4394—Bun packer, American Machine & Foundry Co.

No. 4395—Coding attachments, Bell-Mark Corp.

No. 4397—Bread band, Western-Waxide Division, Crown Zellerbach Corp.

No. 4398—Foil bags, Reynolds Metals Co.

No. 4399—Wrapper, Pollock Paper Corp.

No. 4400—Foil pan, Chicago Metallic Manufacturing Co.

No. 4402—Counter, Rapids - Standard Co., Inc.

No. 4403—Testing outfit, LaMotte Chemical Products Co.

No. 4404—High speed wrapping, American Machine & Foundry Co.

No. 4405—Mixing machine, Koch Equipment Co.

No. 4406—Truck body, Boyertown Auto Body Works

No. 4407—Teflon information, Cadillac Plastic & Chemical Co.

No. 4408—Bins, Wilder Mfg. Co., Inc.

No. 4409—Oven, American Instrument Co., Inc.

No. 4410—Price catalog, Dodge and Olcott, Inc.

No. 4411—"Foamsil" chimney lining, Pittsburgh Corning Corp.

No. 4412—Manual, R. & J. Dick Co., Inc.

No. 4414—Catalog on laboratory ware, General Scientific Equipment Co.

No. 4415—Paper coating, Potdevin Machine Co.

No. 4417—Sharpener, Bettendorf Bakery Equipment Co.

No. 4418—Ovens, Bakers Pride Oven Co., Inc.

No. 4419—Aptitude Test, Aptitests.

No. 4420—Scale, Detecto Scales, Inc.

No. 4421—Film, Goodyear Tire & Rubber Co.

No. 4422—Drums, Redmanson Corp.

No. 4423—Cleaner, Diversey Corp.

No. 4424—Wrapping machine, Crompton & Knowles.

No. 4425—Coolers, Bally Case & Cooler Co.

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WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

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SALINA, KANSAS**

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW

One of a Series

Door to a New Day

1911 . . . the lettering artist finished
his job, and a new service was born



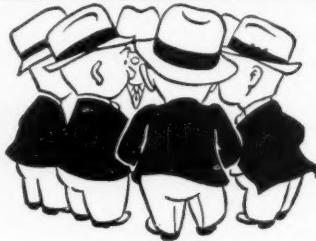
The artist finished the lettering on the old-fashioned door. Fleischmann's Sales Promotion Department was open for business. The year? 1911. Even in its young years Fleischmann recognized the principle which guides us today: the way to sell more *Fleischmann* products is to help the baking industry sell more *baked* products. It is an idea which has paid off handsomely for the baking industry.

Today, bakery promotion is one of the responsibilities of our Customer Service Department. We work toward our original goal. Take, for instance, this one phase of our activities: every year we promote the bakers' cause to the grocer. Using full page ads in grocery trade magazines, Fleischmann dramatizes the profit potential of displaying and featuring a wider variety of bread and baked foods. Campaigns such as *Picnic Months* and *Good Breakfast Months* are publicized, too.

Fleischmann's Customer Service is the only set-up of its kind in the industry. It will be available to bakers as long as Fleischmann has a customer who needs it!

Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU GET



TRADE PULSE

• Several top echelon changes in the technical committee of the Packaging Institute, Inc., have been announced by **Dr. L. E. Simerl**, film division of Olin Mathieson Chemical Corp., director in charge of committee activities. The name of the committee has been changed to the Technical Coordinating Board of the Packaging Institute. **W. B. Tibbets**, development department of Union Carbide Plastics Corp., is the new chairman of the board. Also, new chairmen were elected for each of the technical committees of the institute: **Stanton D. Smith**, plastic sales division, Dow Chemical Co.,

chairman of the materials division; **R. J. Hennessy**, Lederle Laboratories division, American Cyanamid Co., chairman of the product division; **I. G. Nichol**, Morningstar-Paisley, Inc., chairman of the production division; **Ernest A. Green**, Printing Ink division, Interchemical Corp., chairman of the printed package division, and **Ira Gottscho**, Adolph Gottscho, Inc., chairman of the machinery division. • Promotions were announced for two Iowa bakery executives, following the annual meeting of the boards of directors of their respective companies. **Don Zerbe** was elected president-general manager of Peter Pan Bakery, Inc., Davenport, and **A. W. Story** was named president-general manager of the Petersen Baking Co. of Cedar Rapids. A native of Omaha, Mr. Story has been manager of the Cedar Rapids firm since 1947. Previously, he had been sales manager for Peter Pan Bakers in Omaha six years. He started in the baking industry in 1926 and served as sales manager for the Cedar Rapids plant from 1937 to 1941. The Petersen Baking Co. has a distribution territory covering most of the eastern third of Iowa. Mr. Zerbe, a veteran of more than 20 years in the baking field, came to the Davenport plant in

1952 as manager. Previously, he had been sales manager for Peter Pan Bakers in Omaha.

• The appointment of **Dan Murchison** as manager of the Chiquita Banana Division of American Home Foods has been announced. Mr. Murchison comes to his new assignment after long experience in the industrial and institutional field. He was previously with the Borden Foods Co. as assistant vice president in charge of marketing of bulk products. In addition to over 20 years of experience with Borden's bulk sales, Mr. Murchison has had practical experience in baking and other food fields. He is a member of the American Society of Bakery Engineers and of the Bakers clubs of New York and Chicago.

• The Keebler Biscuit Co. has appointed **Carl J. Bruckner** to the position of district sales manager, according to an announcement by **John L. Lawver**, vice president in charge of sales. Mr. Bruckner joined Colonial Biscuit Co. as a salesman in 1927. Colonial was subsequently absorbed by Keebler, a division of the United Biscuit Company of America. He subsequently served as office manager and sales manager in Pittsburgh and Altoona, Pa., the position he held until receiving his present appointment. His new managerial responsibilities include the area covered by sales agencies in Altoona, Grove City, Pittsburgh and Sunbury, Pa., and Clarksburg, W. Va.

• It was announced recently that **John E. Bumby** has been elected president of Ripon (Wis.) Foods, Inc., cookie manufacturer. He succeeds his father, Horace A. Bumby, who died last fall. The new president has been with the company for 19 years, and was secretary-treasurer and sales manager. He will continue as sales manager. In other changes, **John J. Floros**, executive vice president, also became treasurer; **Dean W. Geer**, a vice president, also was named secretary, and **Joseph R. Clark**, assistant treasurer, was elected assistant secretary-treasurer. **J. Harold Bumby**, Milwaukee, and **Arthur C. Fallon**, Algonquin, Ill., continue as vice presidents. **A. J. Bumby**, Milwaukee, a son of J. Harold Bumby, was elected to the board of directors.

• The retirement of two veteran Continental Baking Co. cake production supervisors and the promotion of five Continental executives have been announced by **R. Newton Laughlin**, president. **Roy C. Berg**, with a record of continuous service for more than 44 years, has retired as cake production supervisor in the South Central region. **Lowell W. Keehn** has been promoted to the position and will headquartered in Kansas City, reporting to **Eben O. Porch, Jr.**, regional manager. **Joseph J. Fougerousse**, who has been with Continental for over 41 years, is being succeeded in the Cleveland-Detroit-Buffalo area by his assistant, **Wilbur B. Burns**, who will work under **Frederick L. McKinnon**, regional manager, of the Hall Baking Co., Cleveland. The promotion of **Bob R. Woolridge** as sales supervisor in the cake sales division of the general office also was announced. He has been cake sales manager at the Dallas Wonder Hostess bakery. **Edward J. Hockanson** has been promoted to the position of manager of Continental's Daffodil Farm and Patti-Cake operation at the Mills Bakery, Detroit. **A. E. Voll**, formerly sales supervisor in Continental's San Francisco regional office, has been transferred to the post of sales manager of the Wonder Bread bakery, Portland, Ore.

• Appointment of **Robert R. Doonan** as director of personnel for the Continental Baking Co., Rye, N.Y., was announced by **R. Newton Laughlin**, president of Continental. He replaces **James H. Mumma** who has resigned. Mr. Doonan, who was with Lever Bros. for 17 years, has been with Continental since 1955 and was manager of sales training

and manpower development. He was graduated from Malden High School and Boston College, later doing graduate work at Harvard University. He is a past grand knight of the Knights of Columbus, Oceanside, L.I.

• At Syracuse, N.Y., **Duard T. Hale** has been appointed regional manager of General Baking Co., according to **Russell J. Hug**, president. Associated with the company since 1941, Mr. Hale will continue his duties as manager of the Syracuse Bond Bread plant, and will also supervise Bond bakeries in Buffalo, Rochester and Albany, plus sales outlets in Poughkeepsie, Saratoga Springs, Utica, Jamestown, Ithaca and Ogdensburg. He will maintain regional offices at the Syracuse bakery. **George L. Sell**, who preceded Mr. Hale as regional manager, has been transferred to a similar capacity in Boston.



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THE BAKE SHOP Troubleshooter

Crumpets

Do you have a recipe for crumpets—and directions for formulation and production?—A. M., Okla.

▼ ▼

Regarding your request for directions about making crumpets, you may wish to try the accompanying formula.

CRUMPETS

Sift together:

3 lb. pastry flour
1 oz. salt

Dissolve:

3 oz. yeast in
2 lb. 8 oz. milk (warm)

Add this to the flour mixture and mix thoroughly. Allow the batter to rest about 30 min. and then mix in thoroughly:

1 1/2 oz. baking powder
2 oz. sugar

Then pour the batter into greased rings on a hot griddle. Bake until done without turning them over.

Note: A soft batter is essential. The crumpets should have a honeycomb or weblike structure when done. Some bakers turn the crumpets over once in order to obtain a little color on both sides; but this is optional.

Ice Cream Rolls

Due to import restrictions in our country the ice cream dairy companies are unable to purchase the equivalent cake sheets for ice cream cake rolls here in Venezuela. We have not been successful with our formula—it is heavy and badly colored. Do you have a formula for this product?—L. T., Caracas.

▼ ▼

Here are two formulas for chocolate ice cream cake rolls.

CHOCOLATE FLAVORED ICE CREAM ROLLS

(No. 1)

Beat together:

1 lb. 4 oz. eggs
1 lb. 2 oz. sugar
1/2 oz. salt

When beaten stiff, add slowly:

12 oz. boiling hot water

Sift together and mix in carefully:

11 oz. bread flour
2 oz. cocoa
Vanilla to suit

Deposit into two paper-lined bun pans 18 in. by 26 in. and bake at about 380-400° F.

After the sheets are baked, turn over on clean cloths and allow them to cool. When cooled, remove the paper and spread soft ice cream over them about 1/4 in. thick and roll up like jelly rolls. Place these rolls in the refrigerator, and when thoroughly chilled, slice into desired thickness.

CHOCOLATE FLAVORED ICE CREAM ROLLS

(No. 2)

Beat together:

2 lb. 2 oz. egg

2 lb. sugar
1 oz. salt

Then mix together:

5 oz. cocoa
8 oz. honey or invert syrup
1 lb. 8 oz. hot water
1/2 oz. soda

When the eggs are beaten enough, add the cocoa mixture carefully.

Then sift together and mix in carefully:

2 lb. 8 oz. cake flour
1 1/2 oz. baking powder

This formula will make about 3 bun pans 18 in. by 26 in.

Handle like formula No. 1.

Doughnuts

How long should the potato flour dough for yeast-raised doughnuts be mixed and at what speed?

Can the stock be stored and for what length of time? Should it be refrigerated or left at room temperature?

Approximately how long should the doughnuts proof before frying? Do you think potato doughnuts can be run as a steady diet, or should they be just a specialty item?—G. G., Minn.

▼ ▼

I will endeavor to answer your questions about potato flour yeast raised doughnuts, using a stock:

For best results, this dough should be mixed on second speed, and just enough to make a smooth dough. The stock may be stored in a refrigerator, I am sure it will keep for a number of weeks. We have never had any trouble as far as keeping quality of the stock is concerned when kept under refrigeration.

The doughnuts should be raised

about three quarters before they are fried. There are a number of bakers who make nothing else but potato yeast-raised doughnuts, while others run them as a specialty. This doughnut is very short and tender and has excellent eating qualities. I am sure that when properly produced they will prove an excellent, everyday selling item.

Powdered Milk

I would appreciate some information on the use of powdered milk, preferably about its suitability in making cream.—M. B., N.J.

▼ ▼

Regarding your request for information about powdered milk:

It is impossible to make good cream using powdered milk due to the fact that the fat content is too low. Powdered whole milk contains 28% butterfat which, on the pound basis, would be slightly more than 4 oz. When the proper amount of water is added you would be making liquid whole milk, not cream. Nonfat milk solids contain approximately 1/2% butterfat.

There is a cream powder on the market, and I would suggest you contact some bakery supply houses in your territory. They may be able to obtain this product; I know it is being manufactured by some of the large powdered milk concerns.

Pumpkin Pies

We are having some trouble with our 8-in. pumpkin pies splitting. Recently we put out 8,000 8-in. pumpkin pies in supermarkets. Almost all of them split. The splitting started about 12 hr. after baking and grew

'TROUBLESHOOTER' BOOK AVAILABLE

★

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bakers. "The Bakeshop Troubleshooter" book, now in its seventh printing, classifies hundreds of everyday problems and their solutions. For \$2.00 the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

worse as the pies aged. This caused more returns than usual and an inferior product.—S. B., Pa.

▼ ▼

In checking your formula I find that you are quite high in eggs and also in flour. Both of these are considered as thickening agents. I would like to suggest that you decrease the flour to about 4 or 4 1/2 lb. Also, I would suggest that you bake your pies at about 400°, or even slightly higher. You state that you are now baking at 350°. Have you checked your thermometer to see if it is correct, because it seems like a very low temperature to bake pumpkin pies.

The splitting of pumpkin pies comes up every now and then, possibly due to variation in the pumpkin. Quite often some adjustments

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

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have to be made when adding the moisture. It is an excellent idea to make the filling about three hours ahead of time which you are now doing. This gives the pumpkin an opportunity to re-absorb some of the moisture lost during the canning process.

I noticed that you are using condensed milk, and am assuming that this refers to sweetened condensed milk. If I am correct in assuming that you are using sweetened condensed milk, the total sugar content is a little high. However, in some sections of the country the public prefers a somewhat sweeter pie. If you are using condensed milk only for flavor, in my opinion this is a minor item, as the spices used in the formula would cover up any so-called caramel flavor obtained from the condensed milk.

Pie Fillings

I have a jacket heater for making fillings and would appreciate some formulas for preparing and packaging in 30 lb. and 60 lb. containers to be sold to institutions and schools.—H. M., Canada.

* * *

You state that you wish to package your pie fillings. I do not know the laws in Canada regarding use of a preservative such as benzoate of soda. In the U.S. this ingredient is allowed but it must be so stated on the package. Also, you may wish to make some slight adjustments in the sweetness of these fillings, and perhaps in the thickness.

APPLE PIE FILLING (Evaporated Apples)

Soak overnight:

8 lb. evaporated apples in
13 qt. of cold water

Then drain the apples and grind them fine. Measure the water that is left over and add enough water to make 6 qt.

Place the ground apples and the water on the stove and add:

10 lb. granulated sugar

2½ oz. salt

2½ oz. cinnamon

2 oz. powdered lemon juice

When the mixture starts to boil, mix together:

2 lb. granulated sugar

1 lb. tapioca or cornstarch

Stir this into the boiling mixture until the filling thickens. Then remove from the fire and allow to cool.

LEMON PIE FILLING

Bring to a boil:

17 lb. 8 oz. water

11 lb. 4 oz. sugar

1 lb. 4 oz. shortening

1¼ oz. salt

Mix together thoroughly:

2 lb. cornstarch

1 lb. 4 oz. powdered lemon juice

2 lb. 8 oz. water

Then add and mix in:

2 lb. 4 oz. eggs

When the first part comes to a boil add the starch mixture gradually and stir until it again comes to a good boil.

BLUEBERRY PIE FILLING (Fresh)

Mix together:

12 qt. fresh blueberries (cleaned)

4 lb. 12 oz. sugar

Let stand several hours, then drain.

Mix together:

12 oz. cornstarch

6 oz. lemon juice

1½ oz. salt

4 lb. 8 oz. water

Bring this to a boil and cook until clear. Then add the blueberry juice and mix in well. Remove from the fire and add the blueberries. Cool thoroughly before using.

—BREAD IS THE STAFF OF LIFE—

Nabisco Closes Bread Bakery In Newark

NEW YORK—The National Biscuit Co. bread bakery in Newark, N.J., was closed Jan. 30, announced Thomas K. Krug, vice president of Nabisco's bread division.

Mr. Krug stated that the company's decision to close the plant was one of economics. He said space limitations, high operational costs, and the difficulty in promoting products in Newark without heavy expenditures in the metropolitan area were the main reasons.

Mr. Krug said that the bakery had operated for 30 years as a combined bread, cake and pie bakery, having been originally designed as a cake bakery. The plant was altered in 1934 for the production of bread and rolls, but the structure is now regarded as being unsuitable for modern bread production.

He noted that contract increases for inside workers and sales employees had been made in 1958 and 1959 and there was a prospect of further increases for 1960. The bakery has employed about 350 persons. Nabisco has placed approximately one third of the employees within the baking industry in the Newark area. A program of severance allowances for the remainder is being worked out.

Seventy-six routes were operated directly out of the plant and in addition, the bakery supplied distribution depots at Newburgh, N.Y., and at New Britain-Hartford, Conn. These depot operations will continue, being supplied from and managed by Nabisco's bread bakery at Albany, N.Y.

—BREAD IS THE STAFF OF LIFE—

Rap-in-Wax Appoints Regional Manager

MINNEAPOLIS—Howard J. Helms, Jr., has been named eastern regional sales manager for Rap-In-Wax Paper Co., according to A. E. Sloan, general sales manager. Mr. Helms will headquartered in New Jersey and will be in charge of sales efforts in the east, both for Rap-In-Wax and the company's eastern subsidiary, U.S. Packaging Corp. of Paterson, N.J.

Active in industrial selling for the past 10 years, Mr. Helms started with Food Machinery & Chemical Corp. of San Jose, Cal., moved to Standard Packaging Corp., and was with Tom Sawyer Meat Products, Inc., of Minneapolis, before joining Rap-In-Wax. Born in Virginia, Mr. Helms attended Wake Forest College in North Carolina.

—BREAD IS THE STAFF OF LIFE—

JOINS RESEARCH FIRM

CROTON-ON-HUDSON, N.Y.—Sydney Ashe, formerly with DCA Food Industries, Inc., has been appointed vice president and general manager of the Institute for Motivational Research, Inc., Croton-on-Hudson, according to an announcement by Dr. Ernest Dichter, president of the organization.

Before he came to the Institute in 1957, Mr. Ashe was general manager of the Viking-Sloane Corp. He had previously served as office and personnel manager for DCA.

Bakery Merchandising

Raisin Bread Promotion Adds Customers

ALBANY, N.Y.—The White Eagle Bakeries here baked a huge loaf of raisin bread and offered a \$25 savings bond to the person coming closest to guessing the number of raisins in the loaf.

The loaf was put on display in the firm's Latham store where it was balled the "The World's Largest Loaf of Raisin Bread." It measured 2 ft. wide, 4½ ft. long and 1½ ft. high.

The winner of the contest was given the opportunity to select a local hospital to receive the giant loaf as a gift from the bakery.

The promotion was conducted for an entire week and proved to be an excellent traffic puller for the bakery. It resulted in a substantial in-

crease in overall business for the week and brought in many new customers.

White Eagle Bakeries whetted consumer interest in raisin bread by listing various ingredients that went into the loaf. They were: 44 lb. of enriched flour, ¾ lb. of salt, 10 lb. of sugar, 10 lb. of butter and shortening, 10 qt. of milk, 8 dozen eggs, ¾ pt. of vanilla, ½ lb. of cinnamon and, of course, the raisins.

White Eagle Bakeries used displays in all its Albany area stores, newspaper advertising and other media to promote the raisin-guessing contest.

The correct answer was locked in a local bank vault until the contest was over.



EASTER PROMOTION—"Easter Egg Farm" is the theme of the 1960 Cake Easter Egg promotion of the Russell-Miller Milling Co., Minneapolis, according to Frank Morris, vice president, bakery flour division. It is the company's 11th annual bakery promotion centered around cakes baked in the shape of, and decorated like, Easter Eggs. Russell-Miller provides the display materials and formulas to purchasers of American Beauty Cake flour, and also makes available to them specially-designed baking pans. This year's materials include counter or window displays showing a cardboard barn with a rooster that holds the Cake Easter Egg; self-standing farmer, farmer's wife and rabbit, for counters and windows; two window, wall or showcase banners; and six window or showcase stickers. Later in the year, plans will be announced for a second fall and Halloween Pumpkin Cake promotion. The Pumpkin Cake, offered for the first time last year, proved so successful the materials were completely sold out, Mr. Morris said.

E. W. Rawlings Named Dunwoody Trustee

MINNEAPOLIS—Edwin W. Rawlings, financial vice president of General Mills, Inc., was named a trustee of Dunwoody Industrial Institute at the board of trustees regular quarterly meeting recently.

He replaces James Ford Bell, retiring after service on the school's

board since 1915. Mr. Bell's 44-year term of service was the longest recorded by any member of the Dunwoody board.

Elected to the office of assistant treasurer and assistant secretary was Fred Clausen, former partner in the law firm of Cant, Taylor, Haverstock, Beardsley & Gray. Mr. Clausen joined the school's staff Jan. 1. He is a graduate engineer of Iowa State University and the University of Michigan Law School.



The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of *The Bakeshop Trouble Shooter* to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of *The American Baker* magazine.

The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fifth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



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Formulas for Profit

A Tip to Alert Bakers:

Raisins in Your Products Mean Repeat Sales

RAISIN HEARTH BREAD

20 lb. bread flour
13 lb. water (variable)
10 oz. yeast
5 oz. salt
 $\frac{3}{4}$ oz. yeast food
1 lb. sugar
1 lb. milk solids (non fat)
12 oz. shortening
12 lb. midget raisins
1 lb. chopped glazed cherries
1 lb. diced citron peel

Note: Add the raisins, cherries and citron during the last stage of mixing.

Dough temperature 80° F.
First punch about 1 hr., 45 min.
Second punch 45 min.

Take to the bench 20 min. later.

Scale and roundup. Give about 20 min. intermediate proof and then re-round. Place on proofing peels or baking screens and allow to proof. Bake at about 400° F. When the bread is removed from the oven, wash with a glucose glaze and then dip loaves in coarse granulated sugar.

DUTCH FRUIT (HEARTH) BREAD

Mix together:
3 lb. sugar (sucrose or dextrose)
1 lb. milk solids (non fat)
3 oz. salt
1 lb. 12 oz. shortening
 $\frac{1}{2}$ oz. cinnamon
Lemon to suit

Add gradually:
1 lb. egg yolks
12 oz. whole eggs

Mix together and add:
1 lb. yeast
8 lb. water (variable)

Then add and mix in until smooth:
15 lb. bread flour

Then add and mix until smooth:
3 lb. currants
1 lb. 12 oz. diced mixed peel
Dough temperature 82° F.

Punch in about 1 hr., 30 min. Take to the bench 15 min. later. Scale and roundup. Give about 15 to 20 min. intermediate proof and then make up into long or round loaves. Place on proofing peels or in dusted boxes. Place in the oven and bake at 410° F. Use steam during baking.

After being removed from the oven, ice the bread with a water icing to which has been added a little cinnamon.

HOLLAND FRUIT BREAD

23 lb. bread flour
4 oz. salt
4 lb. sugar (sucrose or dextrose)
1 lb. 8 oz. milk solids (non fat)
2 lb. 8 oz. shortening
8 oz. butter
 $\frac{1}{2}$ oz. cinnamon
Lemon extract to suit
2 lb. 8 oz. yolks
13 lb. water (variable)
1 lb. 8 oz. yeast
3 lb. currants
3 lb. seedless raisins
1 lb. 8 oz. diced citron
8 oz. diced lemon peel
8 oz. diced orange peel
1 lb. chopped glazed cherries

Procedure:
Cream together sugar, shortening,

butter, salt, milk solids, flavor and cinnamon. Add the egg yolks, part of the water and the flour. Add the balance of the water in which the yeast has been dissolved. Mix until smooth and then add the fruit mixture.

Dough temperature 82° F.

First punch approximately 1 hr., 30 min.

To the bench 15 min. later.

Scale into 28 oz. pieces and round up. Place in 8 in. round layer cake pans 2 in. deep.

Allow to proof and then bake at about 400° F.

After baking, wash with a glucose glaze. If desired, the loaves may be iced with a water icing when cool.

Sprinkle the tops with cherry pieces or diced peel.

BOSTON BROWN RAISIN BREAD

Cream together:

1 lb. sugar
4 oz. shortening
2 oz. salt
2 oz. soda

Add:

1½ pt. molasses

Mix together and add:

1 lb. cake crumbs
4 lb. water
2 oz. yeast

Add and mix in well:

1 lb. cornmeal
1 lb. whole wheat flour
8 oz. rye flour
1 lb. 8 oz. bread flour
2 lb. 8 oz. seedless raisins

Bake in regular Boston Brown Bread tins and steamer. Grease the tins and covers. Fill steamer with water up to the top of the inside bottom plate. Bake for approximately 2 hr. at 360-370° F.

ORANGE RAISIN RYE BREAD

6 lb. medium rye flour
20 lb. first clear flour
8 oz. salt
12 oz. molasses
8 oz. shortening
16 lb. water (variable)
10 oz. yeast
8 lb. seedless raisins
4 lb. diced candied orange peel

Use Raisins—Bring in Repeat Sales

According to a report made by Henry J. Andreas, chairman, the California Raisin Advisory Board, this year's raisin crop is a fine one. It is also a good-sized crop. These are certainly welcome words to the baker.

Due to the short crop last year, and the resulting higher prices for raisins, bakers in some instances dropped a number of bakery foods containing them from their production schedules.

Now it is time to go back and supply the consumers' tastes for raisin products. With this in mind, the accompanying formulas will be invaluable.

The Raisin Advisory Board is going to put on the biggest promotion year in raisin industry history. A tremendous amount of advertising is going to be done pointing the value of raisin products to the public. The wideawake baker will tie up with it and cash in.

It should be kept in mind that when a customer buys raisin baked foods she expects raisins, and plenty of them. If they are not there, repeat sales will be lost. Plenty of raisins should be used, the stale problem will be reduced due to the natural fruit sugar they contain. Raisins retain moisture longer than the cake, rolls or bread itself. Releasing this moisture slowly and evenly, raisins tend to keep the whole unit fresh and tempting.

Start at once featuring raisin baked foods, it will pay well!

Mix the dough until smooth. Dough temperature 80° F.

First punch approximately 1 hr., 45 min. To the bench 30 min.

Scale off into units of desired size and round up. Allow to rest for 12-15 min. and make up. Proof and then bake at about 410° F.

Precautions: Do not add the raisins and orange peel until the dough is just about ready to leave the mixer. Use plenty of steam in the oven.

STOLLEN

Mix together:

3 lb. sugar (sucrose or dextrose)
2 lb. butter
3 lb. shortening

$\frac{3}{2}$ oz. salt

4 oz. malt

$\frac{1}{4}$ oz. mace

Lemon flavor to suit

Vanilla flavor to suit

Add:

1 lb. whole eggs

1 lb. yolks

Dissolve:

1 lb. 4 oz. yeast in

8 lb. milk

Add this to the above mixture.

Then add and mix in until smooth:

20 lb. bread flour

2 lb. soft wheat flour

Then add:

6 lb. bleached raisins

6 lb. seedless raisins

2 lb. citron (cubed)

2 lb. chopped glazed cherries

1 lb. blanched almonds (chopped)

Dough temperature 82° F.

Punch in 2 hr.

To the bench 40 min. later.

Scale and round up. Allow to rest for about 10-15 min. and then make into stollen shapes. Wash with egg wash and proof. Then bake. When removed from the oven, glaze with a glucose glaze. When cool, ice the stollen with white icing and sprinkle chopped glazed cherries on top.

ORANGE Currant ROLLS

Cream together:

4 lb. sugar (sucrose or dextrose)
 $\frac{3}{2}$ oz. salt

3 lb. 8 oz. shortening

8 oz. grated orange rind
Juice from grated oranges

Add gradually:

2 lb. egg yolks

Mix together and add:

2 lb. yeast

8 lb. liquid milk

Then add:

15 lb. bread flour

5 lb. pastry flour

When about $\frac{1}{4}$ mixed, add and mix until smooth:

3 lb. 8 oz. currants

Dough temperature 81-82° F.
Punch in about 2 hr. Take to the bench 25 min. later.

Scale into 40 oz. pieces and round up. Allow to rest for about 10 to 15 min. and divide with a bun press. Round up and place fairly close together on bun pans.

Proof and bake at about 400° F. As soon as the rolls are out of the oven, use the following icing for the tops:

Orange Icing

5 lb. powdered sugar
4 oz. egg white
4 oz. grated orange rind
Juice from 4 oranges

Add enough water to bring the icing to the desired consistency.

TURK'S HEAD COFFEE CAKES

Place 4 lb. rolled-in coffee cake dough in machine, add the following ingredients and mix until smooth:

8 oz. whole eggs

3 oz. yeast

4 oz. sugar

1 lb. raisins

1 lb. currants

12 oz. diced mixed peel

6 oz. chopped candied cherries

After the dough is mixed, scale 12 oz. pieces of dough and place in well greased Turk's Head pans. Give full proof and bake at about 375° F.

WHOLE WHEAT SWEET DOUGH

8 lb. whole wheat flour

13 lb. water (variable)

4 lb. shortening

2 lb. yeast

16 lb. bread flour

1 lb. milk solids (non fat)

1 lb. 8 oz. whole eggs

4 lb. brown sugar

8 oz. salt

5 lb. seedless raisins

Dough temperature 82° F. Take to the bench 30 min. after the dough is mixed.

Procedure: Mix together sugar, salt, milk solids and shortening. Add the eggs gradually. Dissolve the yeast in part of the water. Add the balance of the water to the sugar-shortening mixture and then add the flour. When partially mixed, add the yeast solution. When nearly mixed smooth, add the raisins.

YULA KAGE COFFEE CAKE

17 lb. flour

8 lb. water

4 oz. salt

2 lb. 8 oz. sugar (sucrose or dextrose)

8 oz. milk solids (non fat)

1 oz. nutmeg

1 oz. allspice
1 oz. cloves
1 oz. lemon
2 lb. 8 oz. shortening
2 lb. eggs
2 lb. yeast
2 lb. mixed fruit
8 lb. raisins
Dough temperature 80° F. First punch 1 hr., 30 min.
To bench 10 min. Keep dough stiff.

CIDER RAISIN PIE FILLING

Bring to a boil and cook slowly for about 20 min.:
5 lb. 4 oz. raisins
11 lb. water
12½ oz. cider vinegar
¾ oz. salt

Then mix together, add and stir in thoroughly:
4½ oz. cornstarch
1 lb. water
Cook this until clear.

Then add and mix in well:

6 oz. butter

Make two crust pies and bake for about 30 min. at 425-440° F.

MAPLE RAISIN PIE

Bring to a boil and cook slowly for about 5 min.:
5 lb. seedless raisins
2 lb. 8 oz. corn syrup (60% sweet)
4 lb. 8 oz. water
½ oz. salt

Mix together, add and stir in until clear:
1 lb. 4 oz. orange juice
12 oz. lemon juice
2½ oz. corn starch

Remove from fire and stir in:

1 lb. 8 oz. chopped walnuts

A little maple flavor

Cool before using. The pies should be stripped, not a solid top.

SOUR CREAM RAISIN PIE

Mix together:
3 lb. 8 oz. seedless raisins
5 lb. boiling water
Allow to soak for about 30 minutes.

Beat together until frothy:

3 lb. whole eggs
3 lb. sugar
½ oz. salt

Add:

5 lb. sour cream
Vanilla to suit

Then mix this in carefully with the soaked raisins, make up into two crust pies. Bake at about 425-440° F.

RAISIN CREAM PIE

Bring to a boil:

4 lb. 4 oz. raisins
1 lb. 8 oz. water

Add and bring back to a boil:

6 lb. 8 oz. milk
1 lb. sugar
½ oz. salt

Mix together and stir in until clear:

3 oz. cake flour
8 oz. sugar

Remove from fire and add:

1 lb. 2 oz. beaten eggs

Cook for 3 minutes

Remove from fire and mix in:

4 oz. sugar
1 oz. lemon powder
6 oz. butter
¼ oz. vanilla

Fill into baked shells. Cover with meringue and bake to a golden brown color.

RAISIN BRAN MUFFINS

Cream together:
1 lb. sugar
8 oz. shortening
¾ oz. soda
¾ oz. salt
Mix in:
8 oz. whole eggs

Add:

1 pt. molasses

Stir in:

2 lb. milk

Sift together and add:

1 lb. 12 oz. bread flour
12 oz. seedless raisins

Deposit into greased cup cake or muffin pans. Bake at about 375° F.

RAISIN HONEY MUFFINS

Cream together:
1 lb. 6 oz. granulated sugar
1 lb. 6 oz. shortening
1 oz. salt
2 oz. soda

Add gradually:

1 lb. whole eggs

Add:

3 lb. honey

Stir in:

5 lb. 8 oz. milk

Add:

1 lb. 8 oz. seedless raisins

Mix together, add and mix in thoroughly:

4 lb. whole wheat flour
1 lb. 4 oz. bread flour

Deposit into greased cupcake or muffin pans. Bake at about 375° F.
Note: If desired these muffins may be baked in paper lined cup cake or muffin pans.

RAISIN GEMS

Cream together:
2 lb. brown sugar
1 lb. shortening
2 oz. salt
½ oz. ginger
2½ oz. soda
½ oz. cinnamon

Add:

8 oz. whole eggs

Stir in:

1 qt. molasses

Mix together and add:

2 lb. cake crumbs
4 lb. 8 oz. milk

Sift and mix in:

5 lb. cake flour
4 lb. seedless raisins

Deposit into paper-lined cup cake pans and bake at 375° F. When baked and cooled, cover with desired icing.

RAISIN LOAF CAKES

Cream together:
2 lb. 8 oz. brown sugar
1 lb. shortening
½ oz. salt
4 oz. soda
½ oz. cinnamon
¼ oz. ginger
¼ oz. cloves
3 lb. ground seeded raisins

Add:

1¼ qt. molasses

Mix together and add:

2 lb. 8 oz. cake crumbs
3 qt. water

Sift, add and mix in:

7 lb. 8 oz. cake flour

Deposit into greased or paper-lined loaf cake pans and bake at about 360° F. When baked and cool, cover the tops with desired icing or leave plain.

RAISIN FRUIT POUND CAKES

Cream together:
3 lb. granulated sugar
3 lb. butter

Add gradually:

3 lb. whole eggs

Then sift and mix in until smooth:

3 lb. 4 oz. cake flour

Then mix in:

8 lb. seedless raisins
2 lb. chopped glazed cherries
2 lb. chopped pecans or walnuts

Bake at about 340° F.

**A. J. Vander Voort**

. . . technical editor, author of this monthly formula feature and conductor of the Bakeshop Troubleshooter (see page 43) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

RAISIN OATMEAL COOKIES (Hand Cut)

Cream together:
2 lb. granulated sugar
1 lb. shortening
1 lb. 8 oz. ground raisins
1 oz. soda
¾ oz. salt
¼ oz. cinnamon
Vanilla to suit

Add:

6 oz. whole eggs

Stir in:

6 oz. milk

Mix in:

2 lb. pastry or cake flour
1 lb. oatmeal

Roll out slightly less than ¼ in. in thickness. Cut out with a 3-in. plain round or scalloped cutter. Place on slightly greased pans. Wash with an egg wash. Bake at about 380° F.

RAISIN CHOCOLATE COOKIES (Drop)

Cream together:
1 lb. 10 oz. granulated sugar
1 lb. shortening
½ oz. cinnamon
½ oz. salt
½ oz. soda
12 oz. ground seeded raisins

Add:

6 oz. whole eggs

Stir in:

1 lb. milk

Vanilla to suit

Mix in:

4 oz. ground walnuts

1 lb. seedless raisins

Sift together and mix in:

1 lb. 12 oz. pastry flour

4 oz. cocoa

Drop or bag out to desired size on greased and dusted pans.

Bake carefully at about 360° F.

RAISIN ICEBOX COOKIES

Cream together:
2 lb. powdered sugar
2 lb. butter
1 lb. shortening
1 lb. puff paste margarine
½ oz. salt
Vanilla to suit

Add:

12 oz. whole eggs

Sift and add:

6 lb. pastry flour

Then mix in:

3 lb. 8 oz. seedless raisins

Roll the dough up in pieces about 16 in. long and about as big around as a silver dollar. Place in a refrigerator overnight. Then cut into slices about ¼ in. thick, using a sharp knife. Bake on ungreased pans at about 360° F.

RAISIN KISSES

Beat light:
1 lb. 8 oz. egg whites
4 lb. 8 oz. powdered sugar
½ oz. cream of tartar
A pinch of salt

Add:

Vanilla to suit

Then fold in carefully:

3 lb. seedless raisins

Drop out on greased and dusted pans and bake at about 275° F.

RAISIN SQUARES

Cream together:
1 lb. 8 oz. granulated sugar
1 lb. shortening
½ oz. salt
1½ oz. soda
1½ oz. cinnamon
½ oz. nutmeg
½ oz. ginger

Add:

1 qt. molasses

Stir in:

1 lb. whole eggs

Then add:

3 lb. good cake crumbs soaked in 5½ lb. water

Sift together, add and mix in:

4 lb. cake flour

2 oz. baking powder

Then mix in:

3 lb. seedless raisins

Place the mixture in two bun pans 18 x 26 in., which have been lined with pie dough. Spread out evenly and then bake at about 360° F. After baking and when cool, ice the tops of the sheets with a chocolate icing. Then cut into 2-in. squares.

Note: If desired, the sheets may be left uniced and after cutting them into two inch squares, powdered sugar may be sifted on the tops.

RAISIN FILLED COOKIES

Cream together:
1 lb. 4 oz. granulated sugar
12 oz. brown sugar
12 oz. shortening
4 oz. butter
¾ oz. soda
¾ oz. salt
8 oz. ground seeded raisins

Add:

4 oz. whole eggs

Stir in:

10 oz. milk

Add and mix in:

1 lb. cake flour

12 oz. bread flour

8 oz. whole wheat flour

8 oz. oatmeal

Cut out with a 3 to 3½-in. plain round cutter. Place a spot of raisin jam in the center and fold over. Wash with an egg wash and bake at about 375° F.

Raisin Jam

Cook until thick:
3 lb. 8 oz. ground seeded raisins
1 lb. 8 oz. brown sugar
1 lb. 12 oz. water
½ oz. salt
½ oz. cinnamon
A little lemon flavor
1½ oz. starch
Store in refrigerator.

CURRENT BREAD

Mix together:
2 lb. 8 oz. sugar (sucrose or dextrose)

1 lb. 8 oz. shortening
1 lb. milk solids (nonfat)
4½ oz. salt
Vanilla to suit

Add gradually:
2 lb. whole eggs

Then add:
6 lb. 6 oz. water

Add and mix slightly:
12 lb. bread flour
3 lb. pastry flour

Mix together and add:
1 lb. yeast
2 lb. 2 oz. water

Mix until nearly smooth, and then add and mix in until smooth:
8 lb. currants
1 lb. 8 oz. fine cut citron
1 lb. fine cut lemon peel

Dough temperature 80° F.

First punch approximately 1 hr. and 45 min. To the bench 15 min. later.

Note: This dough should be mixed on slow speed for best results. Due to being quite rich, the loaves should be baked at a lower temperature than white bread. About 30-40° F. lower than white bread should be suitable.

If desired, after baking, the loaves may be washed with a glucose glaze or with a thin water icing.

RAISIN RYE BREAD

12 lb. 8 oz. medium rye flour
37 lb. 8 oz. first clear flour
32 lb. water (variable)
1 lb. salt
1 lb. sugar (sucrose or dextrose)
12 oz. shortening
1 lb. yeast
1 lb. 8 oz. molasses
18 lb. raisins

Dough temperature 77-78° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 45 min. Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 400-410° F. Use plenty of steam in the oven.

Note: Add the raisins when the dough is about ½ mixed.

RAISIN POUND CAKES

Cream together until light:

4 lb. cake flour
3 lb. shortening
6 oz. milk solids (low fat)
3 oz. salt

Beat medium light:

6 lb. granulated sugar
3 lb. whole eggs

Mix the beaten mass into the creamed mass gradually.

Then add:

2 lb. 8 oz. water

Mix in:

1 lb. 8 oz. cake flour

Then add:

5 lb. seedless raisins

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to soak the raisins before using, otherwise the cakes will dry out rapidly. Allow the raisins to drain thoroughly after soaking.

SPONGE RAISIN BREAD

(75% Raisins)

SPONGE

24 lb. flour
12 oz. yeast
14 lb. water
5 oz. malt
1¼ oz. yeast food
1 lb. 8 oz. shortening

Sponge temperature 75° F.

Fermentation:

3 hr. 45 min.

Dough

6 lb. flour
5 lb. 8 oz. water (variable)
3 oz. yeast

10 oz. salt
1 lb. sugar
1 lb. 8 oz. milk solids (nonfat)
22 lb. 8 oz. raisins

Method:

Mix according to standard sponge dough procedure. Add raisins when dough reaches the last stages of development and mix only enough to incorporate.

Dough temperature 80° F. Floor time 30 min.

—BREAD IS THE STAFF OF LIFE—

Noted Baking Figure, Hugh B. Griffiths, Dies in New York

NEW YORK — Hugh B. Griffiths, manager of the frozen products department of Standard Brands, Inc., died at his home in Riverdale, N.Y., recently, at the age of 63. He was active in the baking industry during his entire business career, which started in 1919, when he joined the Ward Baking Co. upon his graduation from Harvard University.

Mr. Griffiths joined Standard Brands in April of 1924, and over the past 36 years became a prominent figure in the Fleischmann Division of the company.

According to a statement issued by Harry W. Green, vice president of the Fleischmann Division of Standard Brands, Louis B. Breving, formerly assistant to Mr. Griffiths, will succeed him as manager of the frozen products department.

—BREAD IS THE STAFF OF LIFE—

Nabisco Shuts Down Massachusetts Plant

CAMBRIDGE, MASS.—The Cambridge bakery of the National Biscuit Co. was shut down Jan. 29, releasing 295 workers.

According to James R. Jones, plant manager, Nabisco decided to close the plant because of outmoded buildings and equipment, plus the lack of direct railroad facilities.

The bakery was the company's oldest, having been in operation since it was organized in 1893.

Judges Named to Select Year's Best Sandwich Ideas for Annual Contest

CHICAGO—A panel of judges is ready to select the most appealing sandwiches of the year—from the fifth annual National Sandwich Idea Contest. Hundreds of entries already have been logged-in at contest headquarters.

Judges' names were announced recently for 1960's restaurant industry search for new ideas in food. Each year the final judging panel includes distinguished food editors, writers and restaurant industry leaders.

On the panel are: Dr. Ida Bailey Allen, King Features Syndicate; Frank Birdsall, Treadway Inns, Rochester, N.Y.; Eleanor Crook, food editor, American Weekly magazine; Martin J. Horn, Jr., president, New Jersey Restaurant Assn.; Mrs. Eleanor Kent, food editor, Modern Romances magazine; Dorothy Marsh, food editor, Good Housekeeping, and Mrs. Glenna McGinnis, food editor, Woman's Day magazine.

Sponsored by the National Restaurant Assn. and Wheat Flour Institute, the contest closes Feb. 15, 1960. Some time remains for quantity food service people, with an eye for cash awards and European travel, to enter their favorite sandwich concoctions.

Only entries on official forms will be accepted. Free entry blanks are immediately available—in any quantity—from WFI in Chicago. Thousands have been distributed through the restaurant trade and by bakers and other organizations which serve the industry.

Contest Open

The contest is open to "any person who owns, manages, or is employed by a restaurant or any other type of quantity food service operation in continental U.S." the official entry blank states. NRA membership is not required to enter.

Travel and cash awards are available, plus national and even international.

national fame and publicity for the top winners, their creations, and their places of business.

Creator of the first prize "Grand Champion Sandwich of the Year" will win a ticket-for-two to Europe for two weeks of gourmet living, plus \$500 cash. Second prize winner gains a \$1,000 cash award and third prize is \$500 cash. All three top winners will be brought, expenses paid, to national award ceremonies to receive their prizes.

Instructions

Here's how the contest works: All entries are mechanically copied directly from the entrant's own original copy. Then, coded without restaurant or employer identification, entries are sent to the restaurant and hotel division of City College of San Francisco. Preliminary judging is handled there this year under the direction of Lawrence B. Wong, director.

Mr. Wong's staff will test all sandwich entries, seeking the 20 best recipes on the basis of originality, flavor or palatability, practicality and eye-appeal.

An interesting new dimension has been added to the judging for 1960. The NRA Food Committee plans a cost-time-motion analysis of all 20 sandwiches named by City College of San Francisco. The 20 will be prepared for an intermediate judging panel of experienced restaurant operators who will reduce the number to "10 Best" sandwiches. The NRA will announce names of intermediate panel judges shortly.

The "10 Best" sandwiches will be presented at the NRA Show in Chicago in mid-May. Meanwhile, the final judging panel will have met to subject the 10 outstanding recipes to further rigors of testing and tasting—to determine the "Grand Champion" and runners-up. Each of the "10 Best" sandwiches will have been prepared at least a dozen times.

Special ceremonies to award the three top winners are scheduled for late July—to kick off formal celebration of National Sandwich Month in August. Creators of the top 20 recipes will be honored with special awards in their home states.

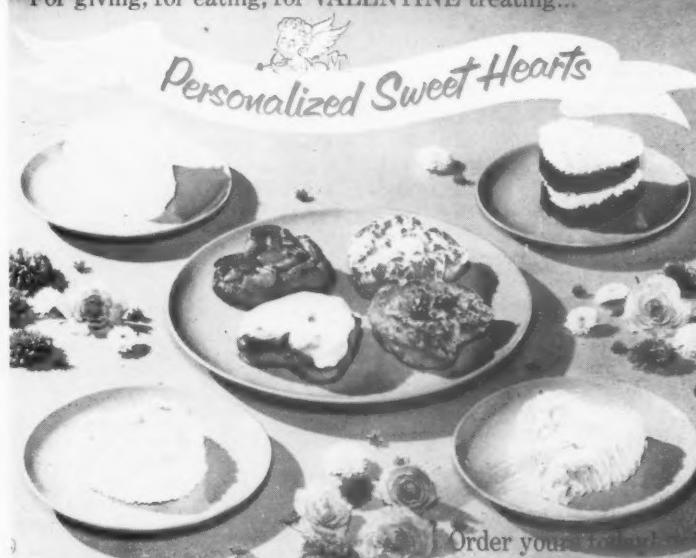
Recipe Versions

Household-size recipe versions of the "10 Best" sandwiches go into leaflet form for circulation by the millions to homemakers across the country. During the uncomfortable, "hot kitchen days" of August, homemakers seeking new food ideas welcome quick-and-easy sandwich meal recipes. The recipe leaflet is a featured part of "August Is Sandwich Time" kits of materials—thousands of which cover the nation's food stores.

This year, August, National Sandwich Month celebrates its 10th year of bringing food ideas to the consumer—through "participant-sponsors" and their own sandwich advertising-merchandising campaigns; through the sandwich stories and recipes on magazine and newspaper food pages across the country; through radio and television sandwich meal programming, and through colorful point-of-purchase posters and materials in retail stores.

For Sandwich Idea Contest or National Sandwich Month information, contact the Merchandising Dept., Wheat Flour Institute, 309 West Jackson Blvd., Chicago 6, Ill.

For giving, for eating, for VALENTINE treating...



VALENTINE'S DAY—Salesmen for General Mills, Inc., are announcing GMI's "Sweetheart Cake" Valentine's Day promotion to bakers across the country. One basic feature of the promotion is the eight-inch pan or pan straps of six miniatures available through GMI salesmen. The kit and accessory materials make it possible to bake items ranging from the eight-inch "Sweetheart Cake" to personalized miniature, heart-shaped sponge cakes and sweet rolls.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

NEW MANUAL FOR BAKERS

By Joseph Amendola

Will be wanted by every baker for his own use and in teaching his helpers. Recipes are arranged step-by-step with careful instructions, and cover all yeast made products, cakes, cookies, pies, puddings, icings and frostings, fillings, assorted pastries and desserts. Fifty illustrations of methods, finished products and charts. The author has been an instructor in baking, cake decorating and ice carving at the Culinary Institute of America in New Haven, Conn., since 1950. He has tested all formulas in this book for taste, cost, and acceptance by the public. They are particularly designed for young bakers on the job, for instructors in vocational schools and super-visors of baking apprentices. 160 pages \$5.00

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

In two volumes of over 800 pages. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field \$15.00

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers \$3.75

SCIENCE AND PRACTICES OF CAKE, PIE, COOKIE, PASTRY AND VARIETY BREADS MANUFACTURE (1955)

By John C. Summers

This volume by Mr. Summers is a companion to his book on Breads and Rolls Manufacture \$4.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production \$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

by P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions \$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry \$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham

This book is exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager \$2.00

BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint \$7.20

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully illustrated art paper, cloth bound \$4.50

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Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks \$5.00

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Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked foods judges are looking for \$7.00

PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some \$5.00

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By "Nirvana"

This baking book opens up a wide field for all who are interested in cake decorating. Supplies designs and procedure for a wide variety of decorated confectionery, such as Torten, Gateaux, Short Bread, Simnel Cakes, show pieces and Easter Eggs. Fifteen Chapters, 130 illustrations \$6.00

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By Albert R. Daniel

A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information \$1.50

HANDBOOK FOR ROUTE SALES EXECUTIVES (1955)

By Fred De Armond

This volume covers all the factors of route sales work. The baking industry is especially emphasized in it. It deals with all the techniques of establishing routes, controlling salesmen, marketing studies, sales manuals, sales contests, recording problems, transportation problems. A valuable help to bakers that have one or many routes for retail store selling. 276 pages, cloth bound \$6.00

SALESMEN IN THE MAKING (1956)

By Fred De Armond

A conference manual and textbook for training wholesale route salesmen. Part I is the conference manual, and part II is the textbook for the route salesmen. Part II is bound separately as a 128 page book if desired, "The Way of a Winner" and offered at \$2.50 each. A complete program of 13 sales meetings. Interest-stimulating devices are introduced. Plastic, looseleaf binding, 239 pages \$5.00

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By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design \$4.50

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Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery \$10.00

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By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades \$3.50

DAY-BY-DAY BOOK

Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form \$12.00

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THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its fifth printing. An invaluable aid in solving production problems almost as rapidly as they occur \$2.00

THE BAKESHOP FORMULA BOOK—Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products' quality \$1.50

THE BAKESHOP FORMULA BOOK—Breads, Rolls and Cookies

Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small \$1.50

Reader Service Department
The American Baker
P.O. Box 67
Minneapolis 1, Minn.

ANSWERS TO "DO YOU KNOW?" Questions on page 10

1. False. The best flavor in the bread is obtained by having the dough slightly on the old side.

2. False: Whole eggs contain about 55% whites and 45% yolks.

3. True. Good wheat, when properly milled, will yield from 70-72% straight flour. The rest is used for feed.

4. True. It is the practice in pie production to make two different doughs. The bottom crust formula may contain 50-60% shortening based on the weight of the flour and the top crust 60-80%. The leaner dough for the bottom crust will decrease the soakage and pies will be easier to handle.

5. False. A double boiler is generally recommended for melting chocolate. As the oven temperature is usually quite high, the chocolate is very apt to scorch, which is detrimental to its flavor. This scorching is due to the large quantities of carbohydrates, protein and fat, with a very low moisture content. The low melting point of cocoa fat may also be a factor.

6. False. A certain degree of hardness is desirable, as some mineral salts in hard water tend to strengthen the gluten in the dough. An excessively hard water will retard fermentation by toughening the gluten too greatly. The use of more yeast will help to overcome this condition.

7. True. Acid has a tendency to liquefy starch. Heat increases this tendency. Best results are obtained by cooling the filling as rapidly as possible after the lemon juice has been added.

8. False. Malt contains the enzyme protease which has the property of converting protein into a liquid form. This action has a tendency to decrease absorption of the dough.

9. True. The soakage of the crust will be decreased and this procedure will also decrease the tendency of the crust, due to its absorption, to dry out the filling.

10. False. If the rolls are set too tight, the loaves are very apt to have a very coarse, open grain. This is due to the dough being torn and very ragged, while going through the machine.

11. False. As a rule, the amount of gelatine should be around 2% of the total batch weight. This will depend to some extent upon the grade of gelatine used.

12. True. When vegetable shortening or oil is used to grease pans, it has been found that, due to oxidation, a greater quantity of gummy film is left on the pans than when pure lard is used.

13. True. Experiments conducted brought out that when about 4 oz. warm water was added to each quart of frozen yolks, that were gummy, the beating quality was greatly improved.

14. False. Many bakers add shortening before mixing in the flour. Excellent results can be obtained by either procedure. Care must be taken not to overmix, as this will cause the batter to break down, producing heavy, solid cakes.

15. False. A good quality bread flour will produce the best cream puffs. If the flour is too strong, the puffs and eclairs will be small and heavy. In that case, part of the hard

wheat flour may be replaced with soft wheat flour.

16. True. As a rule, 1 lb. malt is mixed thoroughly with 10 lb. water.

17. True. It has been found that beating the eggs at high speed produces cakes having an open and irregular cell structure.

18. True. When bread is wrapped at a higher temperature than this, trouble such as mold is apt to develop. It is true that many bakers are wrapping their bread at temperatures as high as 110°F. However, they then use a mold inhibitor and wrap under the most sanitary conditions.

19. False. A 20 mesh tapioca would be too coarse, resulting in a filling containing "pearls". A 40 mesh tapioca is recommended.

20. False. The addition of milk solids in a rye bread formula will improve the color of the crust. A better flavor and taste are obtained. The loaves will remain fresh longer due to moisture retention by the milk solids.

FTC CHARGES

(Continued from page 3)

was then satisfied, as a result thereof, that none of them involved any violation of law," the chain contends.

It adds that FTC "has been informed of the acquisitions described in the complaint and has permitted them or acquiesced therein for many years, and imposition of sanctions in respect thereof would deny to respondent due process of law under the Federal Constitution."

The answer denies "as irrelevant" FTC's allegations that as of Dec. 28, 1957, Kroger ranked No. 3 in sales among the nation's food chains and that its net sales increased from \$258 million in 1940 to better than \$1.6 billion in 1957, over 500%.

The complaint also had alleged concentration of grocery store sales in large chains has been intensified because of their sustained acquisitional programs, 20% of the stores accounting for 72% of total sales. From 1954 to 1957 some 36 corporations acquired over \$1½ billion in total sales by absorbing 88 grocery chains.

Kroger denies these allegations on the ground that it does not have enough information to form a belief as to their truth. "In any event," the answer continues, the chain "denies that any of said allegations is relevant to the issues in this case."

It asks dismissal of the complaint.

TRUSTEES

(Continued from page 3)

is for students from throughout the U.S. It will be noted that the trustees are from many sections of the country, just as are the students who are currently enrolled.

The trustees assist in shaping the policy of the baking course at Florida State University, which is the only four year baking course in the country leading to a bachelor of science degree. The Bakers' University Fund, Inc., annually provides for 40 loan scholarships of \$600 to approved students seeking an education in baking.

—BREAD IS THE STAFF OF LIFE—

GENERAL MILLS DIVIDEND

MINNEAPOLIS — The executive committee of the board of directors of General Mills, Inc., recently declared a dividend of 30¢ per share on General Mills, Inc., common stock payable Feb. 1 to stockholders of record Jan. 8.



Paul B. Miner

NEW APPOINTMENT

Bernard J. Rothwell, II, president of the Bay State Milling Co., announced the appointment of Paul B. Miner, vice president in charge of sales, as assistant general manager of the company. Mr. Miner has advanced through the ranks of the company since he started as a salesman in 1930. In 1953 he was made general sales manager and was elected as a vice president in 1956. Bay State operates mills in Winona, Minn., and Leavenworth, Kansas. The firm is presently adding to its facilities a new 660,000-bu. grain elevator at Winona and a bulk flour transfer station at Columbus, Ohio.

Testimonial Honors Burny Management

CHICAGO — Nearly 1,000 employees of Burny Bros., Bakeries, Chicago, tendered a golden anniversary testimonial dinner to C. J. Burny, George Burny and Mrs. Jule Burny for the late Jule Burny, recently in the company's plant.

Plans for the dinner were made and carried out by an employees' committee headed by Herman Kaefer, breadshop foreman, aided by Margaret Butler, James Luttrell and Thomas Flood.

The firm was founded on Jan. 10, 1910, by the three Burny Brothers. Since then the firm has built and moved into three progressively larger plants and recently announced plans for the construction of a \$3,000,000 plant in west suburban Northlake which will be operated in addition to the present facilities at 4600 W. Chicago Ave.

—BREAD IS THE STAFF OF LIFE—

NAMED BUYER

NEW YORK — George F. O'Connell, director of purchasing for Quality Bakers of America Cooperative, Inc., announced the promotion of Roy Bush to packaging buyer for the association's 129 member-bakeries. Mr. Bush will carry on the duties of the late Leslie Rose under whom he served as an assistant buyer, since 1951.

Quality Bakers of America Cooperative, Inc., is recognized as one of the baking industry's largest buyers of wrapping and packaging material. Total bakery sales by its memberships are in excess of \$325,000,000 annually.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

WANTED: EXPERIENCED TRADE TO ESTABLISH GENERAL GRAIN MERCHANDISING DIVISION. Central territory interior location experience preferred. Salary compatible with experience. The Mennel Milling Co., P.O. Box 189, Fostoria, Ohio.

NATIONAL FLOUR MILLING COMPANY, located in the Pacific Northwest, needs millers and spouters with experience in the flour milling industry. Knowledge of both hard and soft wheat milling essential. Please furnish complete data, including personal information, education, experience and salary required. Address Ad No. 5593, The American Baker, Minneapolis 40, Minn.

SUPERINTENDENT WANTED

Large grain company has an opening for man between the ages of 35-45. Must be thoroughly experienced in all phases of grain elevator operations. Part time travel. College background essential. Please furnish complete data—personal information, education, experience, references and salary expected. Address ad No. 5612, The American Baker, Minneapolis 40, Minn.

Wheat Flour Group, Officials of AIB Discuss Plans

CHICAGO — Members of the Wheat Flour Institute Committee met recently at the American Institute of Baking, Chicago, to review the baking industry's program of consumer service and promotion. Discussions covered work of the American Bakers Assn., ABA's Bakers of America Program, and the work of AIB. Howard Hunter, AIB president, and Mrs. Ellen Semrow, AIB director of consumer services, were hosts, as were L. E. Caster, board chairman; E. E. Kelley, Jr., president, and Dudley E. McFadden, director of public relations, all of ABA.

The Wheat Flour Institute Committee held a meeting the same day. In Chicago for the meeting were James L. Rankin, the Pillsbury Co., Minneapolis, chairman; Roger F. Blessing, Commander Larabee Milling Co.; Mark W. K. Heffelfinger, Russell-Miller Milling Co.; W. A. Lohman, Jr., General Mills, Inc., and John T. Lynch, International Milling Co., all of Minneapolis; Harold M. Rieger, Buhler Mills, Inc., Buhler, Kansas; W. F. Toevs, J. Allen Smith & Co., Knoxville, Tenn., and Tom White, Alabama Flour Mills, Decatur, Ala.

Wheat Flour Institute staff members also attended the sessions. Attending were Howard Lampman, executive director; Mrs. Kathryn Adams, director of the testing kitchen; Miss Margot Copeland, food editor; Mrs. Dorothy Marston, associate food editor; Mrs. Rae Theimer, director of public health services, and David Stroud, director of merchandising and promotion.



For the sensitive role that flour must play in building the perfect loaf, KELLY'S FAMOUS is specially designed. You won't find another flour with better uniformity, tolerance and general all-around good baking performance. That's why it is FAMOUS.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,500 Sacks

Grain Storage 1,600,000 Bus.

INDEX OF ADVERTISERS

The index of advertisers is provided as a service to readers and advertisers. The publisher does not assume any liability for errors or omissions.

Abilene Flour Mills Co.	18	Garland Mills, Inc.	18	Morrison Milling Co.	24
Acme-Evans Co., inc.	18	General American Transportation Corp.	39	Morton Milling Co.	15
Acme Flour Mills, Inc.		General Mills, Inc.		Nappanee Milling Co.	34
American Milling Co.		Globe Milling Co.	16	National Yeast Corp.	
American Cyanamid Co.		Gooch Milling & Elevator Co.	31	Nebraska Grain Improvement Assn.	
American Flours Co.	11	Greenbank, H. J., & Sons		New Century Co.	
American Molasses Co. (Nulomoline Div.)		Green's Milling Co.	28	New Era Milling Co.	52
Anheuser-Busch, Inc.	2	Habel, Armbruster & Larsen Co.		North American Car Corp.	12
Atkinson Milling Co.	9	Heide, Henry, Inc.		North Dakota Mill & Elevator	24
Baker Perkins, Inc.		Heinrich Envelope Co.	12	Norton, Willis, Co.	
Bartlett & Co.	25	Hoffmann-La Roche, Inc.		Novadel Flour Service Division, Wallace & Tiernan Inc.	3
Bay State Milling Co.		Holland Engraving Co.		Oklahoma Flour Mills Co.	24
Beardstown Mills	40	Homogenette, Inc.		Peek Bros.	
Beco Company		Hotel Sherman		Penn, William, Flour Co.	26, 27
Bemis Bro. Bag Co.		Hubbard Milling Co.		Pillsbury Co., The	
Bettendorf Bakery Equipment		Hunter Milling Co.		Quaker Oats Co.	14
Black, H.				Red Star Yeast & Products Co.	
Blodgett, Frank H., Inc.	34			Red Wing Milling Co.	40
Brey & Sharpless Co.				Roanoke City Mills	
Brolite Co.	36			Rodney Milling Co.	1
Brown's Hungarian Corp.	33			Runciman Milling Co.	16
Buford, George H.	40			Russell-Miller Milling Co.	21
Buhler, Mills, Inc.	24			St. Louis Flour Mill	
Burke, E. J., & Co.				St. Regis Paper Co.	32, 33
Burrus Mills, Inc.				Sheridan Flouring Mills, Inc.	40
Cahokia Flour Co.				Short, J. R., Milling Co.	
California Almond Growers Exch.				Smith, J. Allen, & Co., Inc.	34
Carson, Robert, & Co., Ltd.				Springfield Milling Corp.	
Central Mill, Inc.				Standard Brands, Inc.	41
Chase Bag Co.	28			Standard Milling Co.	37
Coleman, David, Inc.				Star of the West Milling Co.	16
Colorado Milling & Elevator Co.	17			Sterwin Chemicals Inc.	
Commander Larabee Milling Co.	22, 23			Stratton-Theis Grain Co.	
Consolidated Flour Mills Co.	28			Stratak, S. R., Co.	
DCA Food Industries, Inc.				Sun Maid Raisin Growers of California.	
Dannen Mills, Inc.				Tennant & Hoyt Co.	42
De Lisser, Andrew				Thompson Flour Products, Inc.	
Dixie Portland Flour Co.	34			Tidewater Grain Co.	35
Dowagiac Mfg. Co.	33			Urban, George, Milling Co.	
Duncan, Wm. C., & Co., Inc.				Wall-Rogalsky Milling Co.	
Dunwoody Industrial Institute				Wallace & Tiernan Inc.	14
Eckhart Milling Co.				Watson-Higgins Milling Co.	3
Econo-Flo Flour Service, Inc.				Weber Flour Mills Co.	40
Evans Milling Co., Inc.				Western Star Mill Co.	35
Fisher-Fallgatter Milling Co.				Williams Bros. Co.	
Fisher Flouring Mills Co.				Williams, Cohen E., & Sons	
Florida State University				Wolcott & Lincoln, Inc.	
Flour Mills of America, Inc.					
Fluidizer Co.					
Franco, Francis M.					



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.



Brash young clerk: "Since one of your vice presidents just died, do you think I could take his place?"

Boss: "It's all right with me if you can arrange it with the undertaker."



Sue: "I believe my husband is the most generous man in the world."

Lou: "How's that?"

Sue: "Well, I gave him a dozen of the loveliest neckties for Christmas, and he took them right down and gave them to the Salvation Army."



Famous Last Words

"Take care of Miss Blue's permanent, willya Marge," said the beauty parlor operator, "I gotta give this henna rinse."



First Lawyer: "You're a low-down cheat!"

Second Lawyer: "You're an unmitigated liar!"

Judge (rapping): "Now that the attorneys have identified each other, we shall proceed with the case."



A young man was seated opposite a nice old lady in a Pullman car. For some time he sat vigorously chewing gum.

Finally the old lady leaned forward and said: "It's so nice of you to try to make conversation, but I must tell you I am stone deaf."



Laundry sign: "We do not tear your laundry with machinery. We do it carefully by hand."



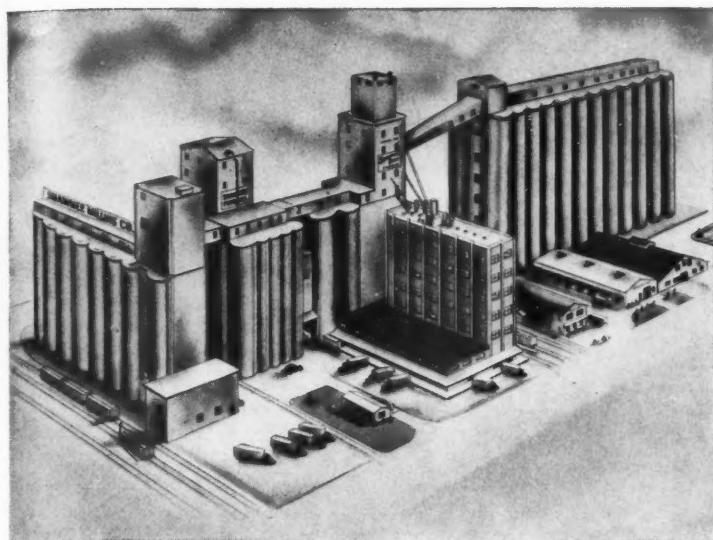
Signs of the times—On a rural gas station: "Buzz twice for night service. Then keep your shirt on while I get my pants on!"

Flour is one of the "big three" variables — along with milk and malt — which make bread fermentation and dough development variable too. So, if you want to keep your loaf as uniform as possible, it pays to bake a flour like POLAR BEAR which runs as consistent as any flour can from shipment to shipment.

FOUNDED BY
ANDREW J. HUNT-1899

POLAR BEAR FLOUR IS KING

The NEW ERA MILLING CO. ARKANSAS CITY KANSAS



▲ Shawnee Milling Co., Shawnee, Oklahoma
4,500 sacks wheat flour; 1,200 sacks corn meal
250 tons mixed feed; mill elevator storage 2,500,000 bu.



▲ Okeene Milling Co., Okeene, Oklahoma
1,800 sacks wheat flour
Mill elevator storage 650,000 bu.

SHAWNEE MILLING COMPANY SCALPS MILLING COSTS

With W&T Flour Treatment

At Shawnee Milling, mill managers control some of their costs with dependable Wallace & Tiernan equipment and processes. They know that quality, cost, and good running time go hand in hand—that they can depend upon W&T to keep its bleaching and maturing processes running—that stoppages won't turn flour into the "dirty" bin for costly reblending.

And Shawnee uses W&T's flour treatment not only for dependability but for performance:

- Dyox® for fresh, sharp chlorine dioxide gas, made as it is used... precisely metered as a gas not a liquid.
- Novadelox® for best color removal, ease of application, consistent results.
- Beta Chlora® machines for pinpoint pH control with one, easily-read setting.

Shawnee Milling Company is only one of the many milling companies using W&T flour treatment. If your mill is not one of these investigate the advantages of Wallace & Tiernan's complete flour service.



▲ Dyox machine for making and metering chlorine dioxide gas. The gas is immediately available without waste.



▲ Novadelox feeders with blowing arrangement. Note drum of Novadelox bleach in foreground.

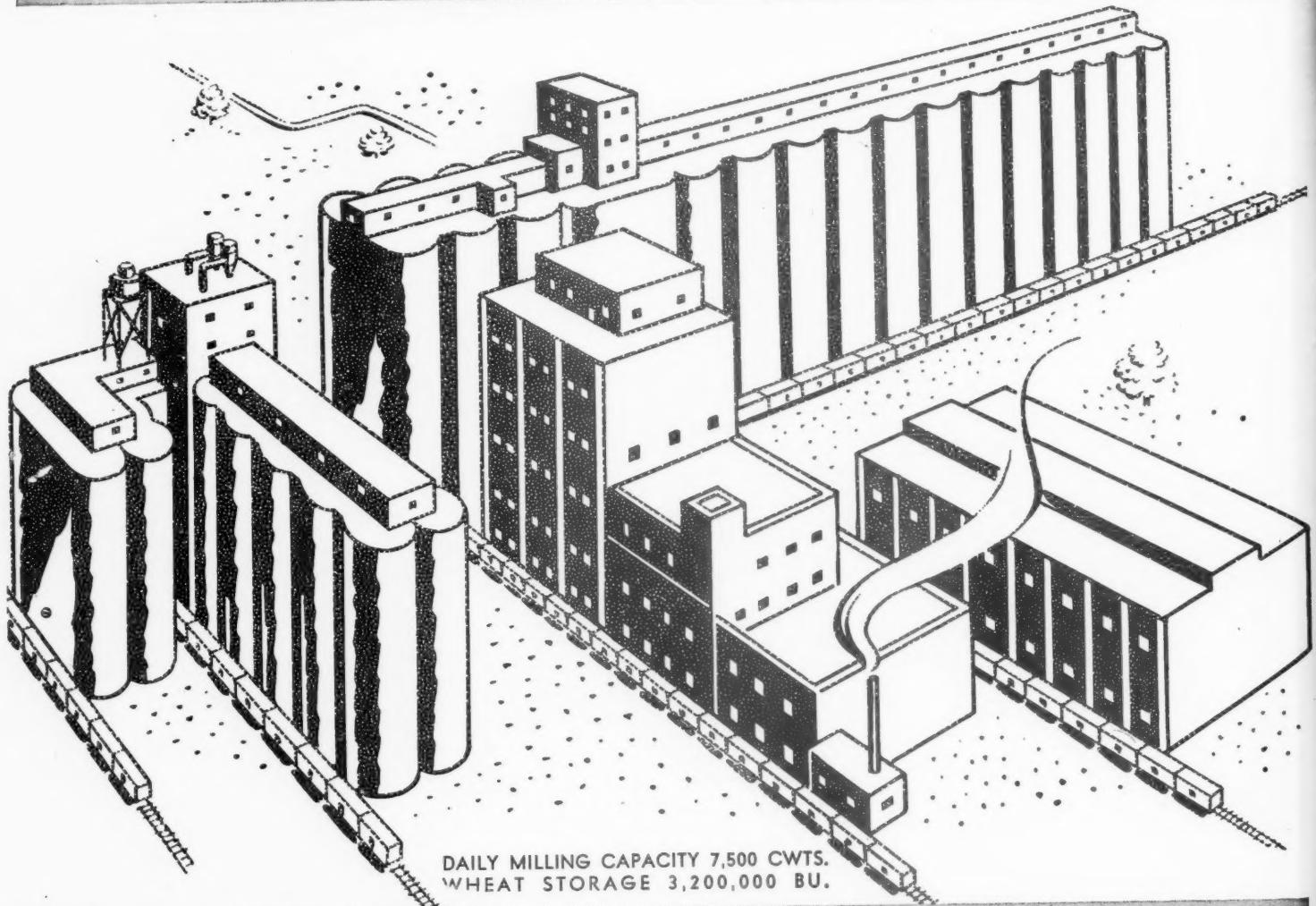


NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED

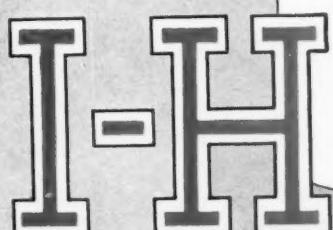
25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-117.64

"If it's I-H milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTS.
WHEAT STORAGE 3,200,000 BU.



I-H flours seem to have a magic touch when it comes to keeping bread quality consistently high. This fine response to the baker's skill originates with the extra quality built into I-H flours . . . the extra care and extra craftsmanship of I-H millers.

The **ISMERT-HINCKE** *Milling Company*

KANSAS CITY, MISSOURI

